



FOR IMMEDIATE RELEASE

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Special Olympics PA Announces Sixth Annual Winter Games Polar Plunge Polar Plunge to Conclude 40th Annual Winter Games Celebration

Norristown, PA – January 26, 2017 –The sixth annual Winter Games Polar Plunge to benefit Special Olympics Pennsylvania (SOPA) will be held on Saturday, February 4, 2017 at Canoe Creek State Park located at 205 Canoe Creek Road in Hollidaysburg, PA. Registration opens at 9:00 a.m. with a 12 noon “splash” time. The Plunge will once again welcome special guest Jordan Conigliaro, WJAC TV Sports Director, to serve as plunge emcee.

The Winter Games Polar Plunge will culminate SOPA’s weeklong celebration, welcoming hundreds of individuals to brave the cold waters of Canoe Lake in an effort to bring awareness to its 40th Anniversary Winter Games competition that takes place prior to the plunge from January 29th – 31st at Seven Springs Mountain Resort and the Kirk S. Nevin Arena (Seven Springs and Greensburg, PA). Funds raised will benefit Special Olympics athletes with intellectual disabilities who participate in year-round sports training and competition.

To kick the Polar Plunge off a day in advance, a “splash party” will be held on Friday, February 3rd from 7pm-10pm at The Altoona Grand Hotel, located at 1 Sheraton Dr. in Altoona, PA. This third annual Friday Night Splash will offer attendees an evening of fun with live music, free appetizers, a cash bar, raffle items, and a 50/50. People will have the option to purchase additional food items from a small menu. Unlimited non-alcoholic drinks will also be included in the \$10 cost of admission.

The Polar Plunge invites participants of all ages (under 18 requires parent or guardian signature) to take a dip in the “cool” waters of the Canoe Lake. Plungers can take the plunge on their own with a minimum fundraising goal of \$50 or, better yet, join a group of friends and form a Plunge Team. All plungers are asked to raise the \$50 minimum pledge to receive an official 2017 short sleeved Polar Plunge t-shirt, but are eligible to earn additional prizes as their pledges increase. Additionally, since jumping into a freezing lake is not for everyone, participants can choose to register for the event as a “Too Chicken to Plunge” participant.

Spectators can attend free of charge and will have the opportunity to have some fun at Plunge Town while waiting for friends and family to take the plunge. Activities and entertainment will include games, free refreshments, live music, costume contests, and more. More than 500 costumed clad, energized plungers are anticipated to be “freezin’ for a reason” on February 4th.

Winter Games Polar Plunge major event sponsors include Law Enforcement Torch Run for Special Olympics PA, Aerotek, GEICO, Sheetz, Harmelin Media, New Pace Productions, WJAC, Galliker Dairy Company, Hollidaysburg

Special Olympics Pennsylvania

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American Legion Ambulance Service, Sam's Club, Altoona Grand Hotel, Geeseytown Community Fire Company, Atlantic Broadband, Department of Conservation and Natural Resources, and Pennsylvania State Police.

Every minute our plungers spend in the cold will warm the hearts of thousands of SOPA athletes, so we ask that individuals sign up and join the ones who are "freezin' for a reason." To register online or for more information, please visit www.PlungePA.org, or call Jessica Kury at 724-375-7515, ext. 244.

About Special Olympics Pennsylvania

Special Olympics Pennsylvania (SOPA) provides year-round training and competition in 21 Olympic-type sports and three emerging sports to nearly 20,000 children and adults with intellectual disabilities or closely related developmental disabilities. For more information about our mission, visit our web site at www.specialolympicspa.org.

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