



## FOR IMMEDIATE RELEASE

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## SPECIAL OLYMPICS PA'S EASTERN POLAR PLUNGE CELEBRATES 10 YEARS WITH WWE SUPERSTAR MARK HENRY

Law Enforcement & Hundreds More to Plunge

**Norristown, PA – January 16, 2018** –The 10th annual Eastern Polar Bear Plunge benefitting Special Olympics Pennsylvania (SOPA) will be held on Saturday, January 20, 2018 at Neshaminy State Park, located at 3401 State Road in Bensalem, PA. Registration opens at 9:30 a.m. and the plunge will take place at 12 noon. This year's plunge will welcome [WWE Superstar](#) and Honorary Polar Plunge Captain Mark Henry, aka the "World's Strongest Man." Henry will be on site to host the costume contest, sign autographs, take photos and cheer on participants as they exit the icy cold water!

The Eastern Polar Plunge is a staple event in Bucks County that brings together over 500 costumed clad, energized plungers who are "freezin' for a reason." The fun filled day will include tailgating, music courtesy of WMMR's Army promo team, a costume contest, cornhole games and a bonfire. Plungers will also have chance to score a [commemorative long-sleeved dri-fit Plunge t-shirt](#) by raising \$100 or more.

The Plunge will also offer complimentary coffee, hot chocolate and soft pretzels courtesy of Wawa.

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 Delaware River. Plungers can take the plunge on their own with a minimum pledge of \$50 or, better yet, join a group of 10 friends and/or colleagues to form a Plunge Team with a \$500 pledge goal. All plungers are asked to raise the \$50 minimum pledge to receive an official 2018 long sleeved Polar Plunge t-shirt, but are eligible to earn additional prizes as their pledges increase. Additionally, since jumping into a freezing river is not for everyone, participants can choose to register for the event as a "Too Chicken To Plunge" participant. Corporate, school and community teams are also welcome to set up a tent and hang a team banner in support of SOPA.

### EXCITING 2018 EVENT ADDITIONS INCLUDE:

#### **Battle of the Badges:**

"Battle of the Badges" is a competition where all Law Enforcement, Fire Departments and EMS teams battle it out in a fundraising challenge like no other! The ultimate goal is to acquire the sought after "Battle of the Badges" traveling trophy, bragging rights, and the ultimate reward is assisting thousands of Special Olympics athletes continue to participate in Special Olympics activities at no cost to them or their family.

#### **New Fundraising Challenges:**

Plungers who raise \$250 or more will be entered into a drawing to win a pair of [Royal Rumble](#) tickets or a Family 4 Pack to Sesame Place. WWE Royal Rumble will take place on Sunday, January 28 at the Wells Fargo Center in Philadelphia Pennsylvania.

#### **Special Olympics Pennsylvania**

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*Created by the Joseph P. Kennedy Jr. Foundation for the benefit of persons with intellectual disabilities*

Every minute our plungers spend in the cold will warm the hearts of thousands of SOPA athletes. Join us, the many, the brave, the ones who are “freezin’ for a reason.” To register online or for more information, please visit [www.PlungePA.org](http://www.PlungePA.org) or call Demika Poole at 610-630-9450, ext. 226. The plunge is open to the public and all spectators are welcome free of charge.

The 2018 Polar Plunge event sponsors include Law Enforcement Torch Run for Special Olympics PA, Aerotek, GEICO, Wawa, Harmelin Media, Huntington Bank, Parx Casino, Philadelphia Media Network, New Pace Productions, and the PA Department of Conservation and Natural Resources.

**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 how to be a fan, visit our website at [www.specialolympicspa.org](http://www.specialolympicspa.org).

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