



Special Olympics
Pennsylvania



FOR IMMEDIATE RELEASE

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SPECIAL OLYMPICS PA TO HOLD THIRD ANNUAL PHILADELPHIA POLAR PLUNGE AT DREXEL UNIVERSITY, DEC. 1

Business Professionals, 94WIP's Spike Eskin, Law Enforcement, Students & More to Plunge

(PHILADELPHIA, PA - November 22, 2017) - The third annual Philadelphia Polar Plunge, hosted by Special Olympics Pennsylvania (SOPA), is set to occur on Friday, December 1, 2017. The plunge will take place outside of Drexel University's Recreation Center, located at 3301 Market Street in Philadelphia. A total of four plunges will be held on this day with the General Public Plunge taking place between 5pm - 7pm.

Other plunges throughout the day include a "Cool Schools Plunge," for high schools participating in Special Olympics PA's Interscholastic Unified Sports programs (9:30 am-12pm), a "Business Plunge" for business executives (12:30 pm to 2:30 pm), and a "University Plunge" for individuals affiliated with a college or university (5pm to 7pm).

The Philadelphia Plunge will welcome a number of celebrity plungers and special guests. **Gabe Kapler**, the brand new Philadelphia Phillies manager, will serve as honorary Plunge Captain for the Business Plunge presented by Janney Montgomery Scott, LLC. **Spike Eskin**, Program Director for SportsRadio 94WIP, and **Bennett**, Radio Personality for Today's 96.5, will participate as celebrity plungers during the General Plunge. Lastly, the **Phillie Phanatic, Franklin the Dog, the 76ers Dunk Squad, Swoop, and the Eagles Cheerleaders** will make an appearance between the hours of 1pm and 2pm.

SOPA invites participants of all ages (under 18 requires parent or guardian signature) to take a dip into the "chilly" waters of an above ground pool to raise money for its Philadelphia athletes and generate awareness about the other programs that it offers. 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 2017 long sleeved Polar Plunge t-shirt and are eligible to earn additional prizes as their pledges increase. Additionally, since jumping into a freezing body of water is not for everyone, participants can choose to register for the event as a "Too Chicken To Plunge" participant.

During the Plunge, participants can heat up indoors by participating in a Unified Sports Experience, playing recreational bocce, volleyball, and cornhole with Special Olympics athletes. While waiting to plunge, participants can snap pictures at the plunge photo booth, take photos with the official Philadelphia Plunge Polar Bear "Chilladelphia," and tag their photos using #PhillyPlunge and #Chilladelphia. Shortly after a

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participant plunges, action shots will be uploaded to the Philadelphia local program’s social media accounts.

(More)

The 2017 Philadelphia Polar Plunge event sponsors include Law Enforcement Torch Run for Special Olympics PA; Janney; GEICO; Aerotek; Harmelin Media; Grand Council of Royal and Select Master Masons of Pennsylvania; Corporate Interiors; PECO; Morgan Lewis, Conner, Strong & Buckelew; CBS Philly, New Pace, and Drexel University Recreation.

To register online, visit www.PlungePA.org and select Philadelphia as your Plunge location. For more information, please contact Kristin Craven, Special Events and Marketing Manager at 610-630-9450 x252, or email at kcraven@specialolympicspa.org.

About Special Olympics Pennsylvania

Special Olympics Pennsylvania (SOPA) provides year-round training and competition in 21 Olympic-type sports and 3 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 website at www.specialolympicspa.org.

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