



Media Alert

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WHAT - SPECIAL OLYMPICS PA'S 4TH ANNUAL ERIE POLAR PLUNGE

The fourth annual Erie Polar Plunge benefitting Special Olympics Pennsylvania (SOPA) will feature more than 600 winter warriors who will jump into the frigid waters of Lake Erie at Presque Isle State Park and be "freezin' for a reason" in support of nearly 20,000 Special Olympics athletes. The Plunge will have activities and entertainment for families to enjoy in the morning while waiting for participants to take a dip in Lake Erie's cold waters. Plungers and spectators will be able to pitch a tent, hang a team banner, play some corn-hole games and tailgate while enjoying free refreshments.

WHEN - SATURDAY, NOVEMBER 17, 2018

- Plunge Registration 9:00 a.m. – 11:15 p.m.
- Plunge Town, sponsored by Sportsmen's Athletic Club 9:00 a.m. – 1:00 p.m.
- Plunge Safety Briefing 11:30 a.m.
- "Plunge" Time 12:00 p.m.

WHERE – PRESQUE ISLE STATE PARK – BEACH #7

301 Peninsula Drive, Erie, PA

WHO – MORE THAN 600 BRAVE POLAR PLUNGERS

- Plunge Emcee - Mike Ruzzi, Anchor for WICU-TV 12
- Co-emcee - Joe Lang, Disc Jockey for BOB FM 94.7
- Live music by local musician Jesse Weston, featuring a mix of blues and rock 'n' roll from the 1960s and '70s.
- Ice Carving demonstrations by the Erie Ice Works
- Face Painting by Taradoodles

WHY – Every minute our plungers spend in the cold will warm the hearts of thousands of SOPA athletes, so we ask that participants *Sign Up, Jump In and Feel Warm*. Polar Plunges have raised millions of dollars across the country for Special Olympics chapters. The events are co-hosted by state chapters of Special Olympics along with their Law Enforcement Torch Run (LETR) officials.

The Erie Polar Plunge invites participants of all ages (under 18 requires parent or guardian signature) to take a dip in the "cool" waters of Lake Erie. Participants can take the plunge on their own with a minimum fundraising goal or join a group of friends and form a Plunge Team. General plungers are asked to raise a \$50 minimum pledge, and Cool Schools (local school groups) are asked to raise \$35 per team member in order to receive an official 2018 commemorative Polar Plunge t-shirt. 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. All plungers are eligible to earn additional prizes as their pledges increase.

NOTE TO ALL MEDIA – Members of the media are welcome to attend any portion of the Erie Polar Plunge. Contact Jessica Kury at 586-243-0976 or Wenona Sutton at 610-630-9450 ext.219 to assist with any questions and interviews. Visit www.PlungePA.org for more information.

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