



Media Alert

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WHAT: SPECIAL OLYMPICS PA'S 11TH ANNUAL EASTERN POLAR PLUNGE

The 11th annual Eastern Polar Bear Plunge benefitting Special Olympics Pennsylvania (SOPA), presented by Aerotek and Wawa, will welcome hundreds of plunge participants. The fun filled day will include tailgating (no drinking allowed in the State Park), music courtesy of BEN-FM's promo team, a costume contest and complimentary refreshments courtesy of Wawa.

WHEN: SATURDAY, JANUARY 26, 2019

- Plunge Registration 9:30 a.m. – 11:45 a.m.
- Plunge Town 9:30 a.m. – 12:00 p.m.
- Costume Judging/ Awards 11:00 a.m. – 11:30 p.m.
- "Plunge" Time 12:00 p.m.

WHERE: NESHAMINY STATE PARK

3401 State Road, Bensalem, PA

WHO: MORE THAN 500 BRAVE POLAR PLUNGERS

- **Philadelphia Eagles' Safety & Super Bowl Champion Rodney McLeod** will serve as the Honorary Polar Plunge Captain. Rodney will be on site to host the costume contest, sign autographs (in small tent to the left of the main registration tent), take photos and cheer on participants as they exit the icy cold water!
- **95.7 Ben FM's Matt Cord** will serve as the Plunge Emcee
- Dozens of local law enforcement will battle each other in the ultimate fundraiser competition, the **"Battle of the Badges."**

WHY: 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 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 2019 long sleeved Polar Plunge t-shirt, but are eligible to earn additional prizes as their pledges increase. Additionally, 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. 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.

NOTE TO ALL MEDIA: The plunge will be held rain or shine; however, severe inclement weather could cause postponement. Please check our website for updates. Visit www.PlungePA.org for more information.