



## FOR IMMEDIATE RELEASE

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## Special Olympics Pennsylvania's Eastern Polar Plunge Celebrates 11 Years! Philadelphia Eagles' Rodney McLeod, 95.7 BEN-FM's Matt Cord, and Hundreds to Plunge

**Norristown, PA – January 10, 2019** – The 11th annual Eastern Polar Bear Plunge benefitting Special Olympics Pennsylvania (SOPA), presented by Aerotek and The Wawa Foundation will be held on Saturday, January 26, 2019 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 Philadelphia Eagles Safety & Super Bowl Champion Rodney McLeod 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!

The event will feature hundreds of brave souls who will jump into the frigid waters of the Delaware River and be "freezin' for a reason" in support of nearly 20,000 Special Olympics athletes. Friends and family members are welcome to enjoy activities and entertainment at Plunge Town in the morning while waiting for plungers to take a dip in the cold Delaware River. The fun filled day will include tailgating (no alcohol is allowed in the State Park), music courtesy of BEN-FMS promo team, a costume contest, and complimentary refreshments courtesy of Wawa.

The 2019 Eastern Polar Plunge will also include a "Battle of the Badges," where 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. Last year, The Centurians Bucks County, comprised of members from the Philadelphia Police Department won the title. The Centurians Bucks County raised over \$10,000 for Special Olympics Pennsylvania.

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 2019 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.

The 2019 Polar Plunge event sponsors include Law Enforcement Torch Run for Special Olympics PA, Aerotek, GEICO, Wawa and The Wawa Foundation, Harmelin Media, Philadelphia Federal Credit Union, Huntington Bank, Parx Casino, Philadelphia Media Network, New Pace Productions, the Neshaminy Brewing Company and the PA Department of Conservation and Natural Resources.

### 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), [www.specialolympicspa.org](http://www.specialolympicspa.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.

### **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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