



FOR IMMEDIATE RELEASE

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Special Olympics PA Announces Statewide Burr-tual Polar Pop

A Polar Pop Virtual Celebration will be Held on February 27th

(Norristown, PA, January 20, 2021) – Special Olympics Pennsylvania (SOPA) is excited to announce a new at-home polar plunge challenge this year – the “Burr-tual” (Virtual) Polar Pop. The [Polar Pop](#) invites individuals to sign-up, pop a balloon of icy cold water over their heads, share their pop experience via social media, and challenge their friends and family to participate.

Participants can register as an individual or, better yet, join a group of friends to form a team. All “burr-tual plungers” are asked to make a pledge and raise a minimum of \$50 to receive an official 2021 long sleeved Polar Pop t-shirt. As their pledges increase, participants become eligible to earn additional incentives. However, if the option to pop a balloon of icy cold water over the head does not appeal to everyone, individuals can choose to register for the event as a “Hibernating Bear.” This option allows participants to skip the plunge, make a one-time donation of \$50 in support of a great cause, and receive a Hibernating Bear t-shirt all while staying warm and dry.

Additionally students from throughout the state will participate in the Cool Schools Challenge to raise funds for SOPA’s [Unified Champion Schools](#) (UCS). This program promotes inclusion and effectively changes school climates through Unified Sports and youth leadership by bringing together students with and without intellectual disabilities as equal peers. Cool Schools participants will take part in a virtual “Pop-a-Palooza” event where they will try to set a record for the most popped water balloons!

All “burr-tual plungers” will receive the opportunity to get creative with their challenge and submit their videos to win prizes for the most creative Pop location or costume. On Saturday, February 27th at 7 p.m., all participants are invited to come together virtually for a Polar Pop Celebration that will highlight various challenge videos, feature special guests, dancing and more.

Special Olympics Pennsylvania typically holds eight Polar Plunges around the state, known as the Pittsburgh, Philadelphia, Lehigh Valley, Capital Area, Beaver County, York County, Erie and Winter Games Polar Plunges. However, due to the continued increase of COVID-19 cases, these Plunges have shifted to an all-virtual event for the 2021 season. Polar Plunges have raised millions of dollars across the country for Special Olympics chapters; and, the events are held in conjunction with the [Law Enforcement Torch Run](#) (LETR) for Special Olympics Pennsylvania.

Every “Polar Pop” donation will support year-round sports training and competition throughout the state of Pennsylvania. Polar Pop contributions help athletes achieve their goals, live healthier lives, and have a sense of inclusion within their community. Join everybody who’s “freezin’ for a reason.” Visit www.PAPolarPop.org to register or donate!

Special thanks are extended to SOPA’s Statewide Polar Pop Partners: Law Enforcement Torch Run for Special Olympics PA, Aerotek, Harmelin Media, Energy Transfer, iHeart Radio, New Pace Productions, Wawa and Sheetz.

About Special Olympics Pennsylvania

Special Olympics Pennsylvania provides year-round training and competition to nearly 20,000 children and adults with intellectual disabilities in a variety of Olympic-type sports, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in a sharing of gifts, skills, and friendship with their families, other Special Olympics athletes, and the community. For more information on how the movement inspires greatness, visit our web site at www.specialolympicspa.org.

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