



**Special Olympics**  
Pennsylvania



## Media Alert

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### WHAT – SPECIAL OLYMPICS PA’S SECOND ANNUAL PHILADELPHIA POLAR PLUNGE

The second annual Philadelphia Polar Plunge benefitting Special Olympics Pennsylvania (SOPA) will feature more than 300 brave souls that will take a dip into the icy waters of an above ground pool (*outside of the Recreation Center at Drexel University*) to raise money for Philadelphia athletes and generate awareness about other services the program offers. During the Plunge, participants can warm up by participating in a Unified Sports Experience, playing recreational bocce and/or volleyball with Special Olympics athletes. While waiting to plunge, participants can also snap pictures at the plunge photo booth and take photos with the official Philadelphia Plunge Polar Bear, “Chilladelphia.”

### WHEN – FRIDAY, DECEMBER 2, 2016

*A total of four plunges will be held on this day:*

- Cool Schools (High Schools) Plunge: **10:00am – 12:00pm**
- Power Lunch (Business Executives) Plunge: **12:00pm – 2:00pm**
- General Public Plunge: **5:00pm – 7:00pm**
- University (Colleges/Universities) Plunge: **7:00pm – 9:00pm**

### WHERE – DREXEL UNIVERSITY’S FITNESS PLAZA

3301 Market Street, Located behind the Recreation Center

### WHO – MORE THAN 300 BRAVE POLAR PLUNGERS AND GUESTS:

- 5+ Philadelphia High Schools – 10 am
- Interactive Presentation by the **Philadelphia Zoo** – 10 am
- Power Lunch Guest Speaker **Charlie Manuel**, senior advisor for the Philadelphia Phillies – 12 noon
- 94WIP personalities **Hollis Thomas, Spike Eskin** and **Joe Conklin** – 12 noon
- Executives, Politicians and Business Leaders from a wide spectrum of city businesses – 12noon
- 4 Local Colleges/Universities – 7:00 pm
- WZMP 96.5 AMP Radio Morning On-Air Host, **Bex (Rebekah Maroun)** – 7:00 pm

### WHY –

Every minute our plungers spend in the cold will warm the hearts of hundreds of SOPA-Philadelphia 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 Polar Plunge invites participants of all ages (under 18 requires parent or guardian signature) to take a dip in “cool” waters. 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 2016 long sleeved Polar Plunge t-shirt, but 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.

**NOTE TO ALL MEDIA** – Members of the media are welcome to attend any portion of the Philadelphia Polar Plunge. Contact Kristin Craven at 609-658-6003 or Eric Cushing at 484-433-6201 to assist with any questions and interviews. Visit [www.PlungePA.org](http://www.PlungePA.org) for more information.

### Special Olympics Pennsylvania – Philadelphia

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