



FOR IMMEDIATE RELEASE:

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Special Olympics Pennsylvania to Hold First Annual Philadelphia Polar Plunge
“Freezin’ for a Reason”

(PHILADELPHIA, PA - November 13, 2015) - The first annual Philadelphia Polar Plunge, hosted by Special Olympics Pennsylvania (SOPA), is set to occur on Friday, December 4, 2015. The plunge will take place outside of Drexel University’s Fitness Plaza, located behind the Recreation Center at 3301 Market Street in Philadelphia. A total of four plunges will be held on this day with the General Public Plunge taking place between 5:00pm - 7:00pm.

SOPA invites participants of all ages (under 18 requires parent or guardian signature) to take a dip into the “chilly” waters of an above ground pool to raise money for its Philadelphia athletes and generate awareness about the other programs it offers. 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 2015 long sleeved Polar Plunge t-shirt, but are eligible to earn additional prizes as their pledges increase. Plungers also have the option of purchasing a Polar Plunge Swag Bag for \$30, which includes a reusable bag, large towel, travel mug and ice scraper.

During the Plunge, participants can heat up by participating in a Unified Sports Experience, playing recreational bocce and/or volleyball with Special Olympics athletes. While waiting to plunge, participants can snap some pictures at the plunge photo booth and take photos with the official Philadelphia Plunge Polar Bear, “Chilladelphia.” Participants can tag their photos using #PhillyPlunge and #Chilladelphia for a chance to appear on the live social media feed at the event. Photographs of participants plunging will also be uploaded to social media shortly after a participant plunges.

Other plunges throughout the day include the Cool Schools Plunge, for high schools participating in Special Olympics PA’s Interscholastic Unified Sports (10:00am-12:00pm), a Business Plunge for business executives (12:00pm to 2:00pm), and the University Plunge for individuals affiliated with a college or university (7:00pm to 9:00pm).

(More)

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Created by Joseph P Kennedy Jr. Foundation. Authorized and accredited by Special Olympics, Inc. for the benefit of persons with intellectual disabilities.



Want to participate but plunging is not your thing? Don't let that hold you back from making a splash! Register as an individual or join a team as a "Too Chicken" to plunge participant. 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.*

The 2015 Philadelphia Polar Plunge event sponsors include Law Enforcement Torch Run for Special Olympics PA, Dunkin' Donuts, The Dunkin' Donuts & Baskin Robbins Community Foundation, Aerotek, Harmelin Media, GEICO, Comcast SportsNet, 94WIP, 92.5WXTU, Morgan Lewis, Drexel University Recreation, and Philadelphia City 6.

To register online, visit www.PlungePA.org and select Philadelphia as your Plunge location. For more information, please contact Kristin, Special Events and Marketing Manger at 610-630-9450 x252, or email at kcraven@specialolympicspa.org.

About Special Olympics Pennsylvania

Special Olympics Pennsylvania (SOPA) provides year-round training and competition in 21 Olympic-type sports and 3 emerging sports to nearly 20,000 children and adults with intellectual disabilities or closely related developmental disabilities. For more information about our mission, visit our web site at www.specialolympicspa.org.

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