



Special Olympics
Pennsylvania



FOR IMMEDIATE RELEASE

CONTACTS: Kristin Craven, 610-630-9450, ext. 252, kcraven@specialolympicspa.org

Special Olympics Pennsylvania to Hold Second Annual Philadelphia Polar Plunge

Law enforcement, general public, and celebrities plunging into an icy pool at Drexel University for a reason.

(PHILADELPHIA, PA - November 16, 2015) - The second annual Philadelphia Polar Plunge, hosted by Special Olympics Pennsylvania (SOPA), is set to occur on Friday, December 2, 2016. The plunge will take place outside on 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 5:00 pm - 7:00 pm.

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

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 that 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 2016 long sleeved Polar Plunge t-shirt and 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.

During the Plunge, participants can heat up indoors by participating in a Unified Sports Experience, playing recreational bocce and volleyball with Special Olympics athletes. While waiting to plunge, participants can snap pictures at the plunge photo booth, take photos with the official Philadelphia Plunge Polar Bear "Chilladelphia," and tag their photos using #PhillyPlunge and #Chilladelphia. Shortly after a participants plunges, SOPA will upload photographs of participants plunging to the Philadelphia local program's social media accounts.

The 2016 Philadelphia Polar Plunge event sponsors include Law Enforcement Torch Run for Special Olympics PA, Aerotek, Harmelin Media, GEICO, Comcast SportsNet, CBS Philly, Pitt Ohio, Morgan Lewis, PECO, Health Partners Plans, New Pace, and Drexel University Recreation.

(More)

Special Olympics Pennsylvania – Philadelphia

2900 Southampton Road, Philadelphia, PA 19154 Tel 215.671.5069 Fax 215.671.5033

Email philly@specialolympicspa.org www.SOPAPhilly.org Facebook.com/SOPAPhiladelphia twitter: @SOPAPhilly

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



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 website at www.specialolympicspa.org.

###