

FOR IMMEDIATE RELEASE



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Lehigh Valley to Host Seventh Annual Special Olympics PA Polar Plunge, Feb. 15-16

Fun, Music, Tailgating and Over 600 Costumed Clad, Energized Plungers Freezin' for a Reason

Norristown, PA – February 6, 2019 –The seventh annual Lehigh Valley Polar Bear Plunge to benefit Special Olympics Pennsylvania (SOPA) will be held Saturday, February 16, 2019 at Scott Park, located at Larry Holmes Drive and 3rd Street in Easton, PA. Registration opens at 9:30 a.m. and the plunge will commence at 12 noon. Preceding the plunge on Friday, February 15th will be the 7th annual Super Plunge held at Grand Eastonian Hotel & Suites on 140 Northampton Street. A group of elite, super-committed plungers will plunge every hour for 24 hours beginning at noon with the final plunge taking place at noon on the 16th in the Delaware River.

This year's Lehigh Valley Polar Plunge weekend will bring together over 600 excited plungers who will be "freezin' for a reason." CAT Country 96FM's Becca and Malone will be in attendance at Plunge Town and other fun activities include tailgating, music, food and a costume contest. Event sponsor Wawa will be onsite to help warm everyone up with free food and beverages. Volunteers will be collecting pantry items to help Lehigh Valley neighbors through Backpack Pals Bethlehem, who provides food in backpacks to local kids for extended weekends during the school year. Visit <http://www.specialolympicspa.org/lehigh-valley-plunge-town> for a list of most needed items.

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 and raise \$500 together! High school and college students can sign up and commit to raise \$35. All plungers who reach their minimum goal will receive an official 2019 long sleeved Polar Plunge t-shirt and are eligible to earn additional prizes as their pledges increase. 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 Lehigh Valley Polar Plunge sponsors include Law Enforcement Torch Run for Special Olympics PA, Wawa, Aerotek, GEICO, District 8 R&S Master Masons, and Harmelin Media.

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*. To register online or for more information, please visit www.PlungePA.org, www.specialolympicspa.org, or call Denise Thorne at 610-630-9450, ext. 224. 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 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.

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