



FOR IMMEDIATE RELEASE

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**SPECIAL OLYMPICS PA TO HOLD PITTSBURGH POLAR PLUNGE & FESTIVAL
FEBRUARY 22 & 23**

The Largest Plunge in PA with Live Entertainment, Games, Silent Auction, Free Food & More!

(Pittsburgh, PA, February 13, 2019) – The 2019 Pittsburgh Polar Plunge to benefit Special Olympics Pennsylvania (SOPA) will continue its tradition of Freezin’ for a Reason on **Friday, February 22 & Saturday, February 23, 2019 at Heinz Field in Pittsburgh, PA**. Registration opens at 9:00am and “splash” time will commence at 11:30am. Join us for the food, festivities, music & interactive entertainment, all while supporting a great cause. The plunge is open to the public and all spectators are welcome free of charge.

The Polar Plunge invites participants of all ages (under 18 requires parent or guardian signature) to take a dip in the “cool pool” that will be set up on Art Rooney Avenue. Plungers can register as an individual or, better yet, join a group of friends and form a Plunge Team. All participants are asked to raise \$50 in pledge support. With this minimum goal met, you are then eligible to receive an official 2019 long sleeved Polar Plunge t-shirt. As your pledges increase you become eligible to earn additional prizes as incentive for your fundraising efforts. Additionally, since jumping into a freezing pool is not for everyone, participants can choose to register for the event as a "Too Chicken to Plunge" participant. This option allows “chickens” the opportunity to still support a worthy cause while staying on dry land.

2019 Pittsburgh Polar Plunge Weekend Includes:

- ***COOL SCHOOLS PLUNGE –Heinz Field - 100 Art Rooney Ave – February 22/9am-12pm***
 - The Cool Schools Plunge will kick off our weekend on the right foot! Join us Friday morning as Special Olympics Pennsylvania will welcome 6 local participating schools: Mars, Norwin, Franklin Regional, Hampton, Fox Chapel & Pittsburgh Public High Schools as our guests. Cool Schools Plungers will toss their books aside for the day and jump into an icy cold pool to show their friends, family members and the community how charitable and brave they are. To participate, cool schools plungers must raise a minimum of \$35.00.

- ***SUPER PLUNGE – Heinz Field - 100 Art Rooney Ave – February 23/ 7am- 5pm***
 - The Super Plunge will be an amazing sight to see! A group of 17 brave men and woman will plunge into a cold pool of water more than twenty-four times, over the course of a 10 hour period. Participants must raise a minimum of \$2,500 for the privilege of being called a Super Plunger. Come down and cheer on these Special Olympics PA Super Heroes as they dive into our hearts Saturday.

Special Olympics Pennsylvania

2570 Blvd. of the Generals, Suite 124, Norristown, PA, 19403 **Tel** + (610) 630-9450 **Toll Free** + (800) 235-9058 **Fax** + (610) 630- 9456
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Created by the Joseph P. Kennedy Jr. Foundation for the benefit of persons with intellectual disabilities

- **PITTSBURGH POLAR PLUNGE at Heinz Field – February 23/ 9am-1pm**
 - The program will kick off with our wonderful iHeartRadio partners! Join Randy Baumann from WDVE, Scottro from 96.1 Kiss and Bob McLaughlin from The X at 11:00am. All plunge day activities will take place on Art Rooney Ave. Free parking is available in Gold Lot 1 on Saturday.
 - **TOO CHICKEN TO PLUNGE** – Those who are too afraid to Plunge can still support Special Olympics by registering under “Too Chicken to Plunge!” Chickens are asked to fundraise a minimum of \$50 in donations and this will qualify them to receive an official long sleeved plunge t-shirt. Individuals can join a team as a chicken, start an entire hen house of chickens or be “Too Chicken” alone. Chickens help support a great cause all while staying on dry land!
 - **EXPANDED PLUNGE FESTIVAL!** – Enjoy the beats of DJ Eric Burnett from Fireside Events while feasting on free food and refreshments courtesy of Pitt Ohio, The Salvation Army & Brusters. Take part in our interactive games and activities courtesy of E.L.F Entertainment, bid on some incredible auction items and shoot hoops with our amazing SOPA athletes. There will be plenty of activities available for families to enjoy while waiting for friends and family to take a dip in the freezin’ cold pools provided by Pool City.
 - **PLUNGE POST PARTY!** – The fun doesn’t end after you’ve plunged. Stick around the North Shore and watch our Super Plungers keep plunging until 5pm. Or, check out the Polar Plunge specials at Southern Tier, The Foundry, or Tequila Cowboy. Make a weekend of it and stay at the Hyatt Place North Shore after the Plunge. They’re offering plungers a special rate, call (800) 993-2213 for reservations (limited space available).

The plunge will welcome over a thousand individuals willing to brave the cold water in an effort to bring awareness to the athletes of Special Olympics PA. Funds raised will ensure that no SOPA athlete ever has to pay to participate in their elected sport. SOPA provides persons with intellectual disabilities the opportunity to participate in year-round sports training and competition.

Polar Plunges have raised millions of dollars across the country for Special Olympics chapters. The events are co-lead by state chapters of Special Olympics along with their [Law Enforcement Torch Run](#) (LETR) partners. Special Thanks to our Polar Plunge Partners: Law Enforcement Torch Run for Special Olympics PA, Aerotek, Pitt Ohio, Geico Cares, UPMC, Peoples, I+icon, Sam’s Club, Highmark, Mack Truck, TriState Trailer, Harmelin Media, New Pace & TransEdge.

Remember, the coldest moment of your life will support the biggest moment in theirs. Every plunge will warm the hearts of thousands of SOPA athletes. To register online or for more information, please visit www.PittsburghPlunge.org or contact Carrie Jaumann at cjaumann@specialolympicspa.org or 724-375-7515 ext. 249.

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, visit our Web site at www.specialolympicspa.org.

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