



Special
Olympics
Pennsylvania



FOR IMMEDIATE RELEASE

CONTACTS:

Hailey Fuzak, 610-630-9450 x 219 or hfuzak@specialolympicspa.org

Denise Thorne, dthorne@specialolympicspa.org

Julie Benjamin, jbenjamin@specialolympicspa.org

Special Olympics PA Announces 8th Annual Lehigh Valley Polar Plunge

Norristown, PA – February 13, 2020 –The eighth annual Lehigh Valley Polar Plunge benefitting Special Olympics Pennsylvania (SOPA) will be held on Saturday, February 22, 2020 at Scott Park, located at Larry Holmes Drive & 3rd Street in Easton, PA. Registration opens at 9:30 a.m. with a 12:00 p.m. “splash” time. The Plunge will welcome special guests, CAT Country’s Sam and Hanna.

The Lehigh Valley Polar Plunge invites participants of all ages (under 18 requires parent or guardian signature) to take a dip in the “chilly” waters in the Delaware River and freeze for a reason. Participants can take the plunge on their own with a minimum fundraising goal or join a group of friends and form a Plunge Team. Proceeds from the Lehigh Valley Polar Plunge benefit the thousands of athletes served by Special Olympics Pennsylvania, so the coldest moment of a plunger’s life will support the biggest moment in the lives of SOPA athletes.

All participants are asked to raise \$50 in pledge support. With this minimum goal met, participants are then eligible to receive an official 2020 long sleeved Polar Plunge t-shirt. As pledges increase, plungers become eligible to earn additional prizes as incentives for their fundraising efforts. Additionally, 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. This option allows “chickens” the opportunity to still support a worthy cause while remaining on dry land.

Spectators can attend the Plunge free of charge and will have the opportunity to enjoy activities in the morning while waiting for friends and family to take a dip in the Delaware River. Activities and entertainment will include games, music from a local DJ, and a costume contest. Wawa will be on site handing out coffee, hot chocolate and lots of yummy Wawa snacks. More than 600 costumed clad, energized plungers are anticipated to be “freezin’ for a reason” on February 22nd.

Lehigh Valley Polar Plunge event sponsors include the Law Enforcement Torch Run for Special Olympics PA, Aerotek, GEICO, Harmelin Media, New Pace Productions, Energy Transfer, The Wawa Foundation, Grand Eastonian Hotel & Suites, 69 News, Cat Country 96 FM, DJ Joe Franzo and the City of Easton.

Every minute our plungers spend in the cold will warm the hearts of thousands of SOPA athletes, so we ask that individuals sign up and join the ones who are “freezin’ for a reason.” To register online or, for more information, visit www.PlungePA.org.

About Special Olympics Pennsylvania

Special Olympics Pennsylvania (SOPA) provides year-round training and competition in 21 Olympic-type sports to more than 20,000 children and adults with intellectual disabilities or closely related developmental disabilities. For 50 years, SOPA and its 54 local programs have used the power of sports to transform the lives of people with intellectual disabilities and unite everyone by fostering community and building a more acceptable and civil society. SOPA is much more than a sports organization. Through its Athlete Leadership Programs, athletes assume meaningful leadership roles, influence change within the Special Olympics movement and take on roles as Global Messengers (trained as public speakers for Special Olympics), athlete representatives, coaches, board members and more. SOPA also

addresses major challenges facing its athletes including healthcare. Its Healthy Athletes program offers athletes free health screenings in the form of eye, ear, dental and podiatry assessments. Athletes are also taught how to live active lifestyles, eat healthy and more. Additionally, SOPA strives to create a unified world by promoting inclusion, uniting communities, and changing attitude. Through Unified Sports, SOPA brings together individuals with and without intellectual disabilities as equal teammates in training and competition, which promotes respect and acceptance, and facilitates meaningful relationships between people of all abilities. For more information about how you can join “The Inclusion Revolution,” visit www.specialolympicspa.org.

###

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

www.specialolympicspa.org

Created by the Joseph P. Kennedy Jr. Foundation for the benefit of persons with intellectual disabilities