



FOR IMMEDIATE RELEASE

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Sue Paterno Takes Special Olympics PA's "Burr-tual" Polar Pop

Paterno is a Long-Time Board Member and Supporter of Special Olympics PA

(Norristown, PA, February 16, 2021) – Sue Paterno, philanthropist and long-time Special Olympics Pennsylvania (SOPA) Board Member, joined the more than 1,600 participants who signed-up up for the “Burr-tual” (Virtual) Polar Pop and were “Freezin’ for a Reason” in support of SOPA athletes around the state. The [Burr-tual Polar Pop](#) invites individuals to sign-up, pop a balloon of cold water over their heads, share their pop experience via social media, and challenge their friends and family to participate.

Participants can register as an individual or, better yet, join a group of friends to form a team. All “burr-tual plungers” are asked to make a pledge and raise a minimum of \$50 to receive an official 2021 long sleeved Polar Pop t-shirt. As their pledges increase, participants become eligible to earn additional incentives. However, if the option to pop a balloon of icy cold water over the head does not appeal to everyone, individuals can choose to register for the event as a “Hibernating Bear.” This option allows participants to skip the plunge, make a one-time donation of \$50 in support of a great cause, and receive a Hibernating Bear t-shirt all while staying warm and dry.

All “burr-tual plungers” have the opportunity to get creative with their challenge and submit their videos to win prizes for the most creative Pop location or costume. On Saturday, February 27th at 7 p.m., all participants are invited to come together virtually for a Polar Pop Celebration that will highlight various challenge videos, feature special guests, dancing and more.

You can [click here](#) or below to check out Sue’s creative Polar Pop, which features a special guest from a galaxy far, far away.



The Polar Pop has a goal of raising \$650,000 and engaging 3,000 participants by February 26th. To date, the event has garnered more than \$500,000 with more than 1,600 registrants and generous donations.

Special Olympics Pennsylvania typically holds eight Polar Plunges around the state, known as the Pittsburgh, Philadelphia, Lehigh Valley, Capital Area, Beaver County, York County, Erie and Winter Games Polar Plunges. However, due to the continued increase of COVID-19 cases, these Plunges have shifted to an all-virtual event for the 2021 season. Polar Plunges have raised millions of dollars across the country for Special Olympics chapters; and, the events are held in conjunction with the [Law Enforcement Torch Run](#) (LETR) for Special Olympics Pennsylvania.

Every “Polar Pop” donation will support year-round sports training and competition throughout the state of Pennsylvania. Polar Pop contributions help athletes achieve their goals, live healthier lives, and have a sense of inclusion within their community. Join everybody who’s “freezin’ for a reason.” Visit www.PAPolarPop.org to register or donate!

Special thanks are extended to SOPA’s Statewide Polar Pop Partners: Law Enforcement Torch Run for Special Olympics PA, Aerotek, Harmelin Media, Energy Transfer, iHeart Radio, New Pace Productions, Wawa and Sheetz.

About Special Olympics Pennsylvania

Special Olympics Pennsylvania provides year-round training and competition to nearly 20,000 children and adults with intellectual disabilities in a variety of Olympic-type sports, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in a sharing of gifts, skills, and friendship with their families, other Special Olympics athletes, and the community. For more information on how the movement inspires greatness, visit our web site at www.specialolympicspa.org.

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