



## Media Alert

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### WHAT: 2019 PITTSBURGH POLAR PLUNGE & FESTIVAL WEEKEND

The 2019 Pittsburgh Polar Plunge & Festival to benefit Special Olympics Pennsylvania (SOPA) will continue its tradition of Freezin' for a Reason on February 22nd with a Super Plunge, Happy Hour Plunge and Friday Night Splash party followed by a dip in icy cold pools at Heinz Field on February 23rd. More than 1,500 brave souls will jump into cool waters and be "freezin' for a reason" in support of nearly 20,000 Special Olympics athletes. The Pittsburgh Polar Plunge & Festival will have activities and entertainment for families to enjoy including free food and warm beverages, unified sports, indoor and outdoor games for the entire family, and so much more.

### WHERE/WHEN:

#### FRIDAY, FEBRUARY 22, 2019

**9am-12pm – COOL SCHOOLS PLUNGE @ Heinz Field, 100 Art Rooney Ave**

- Special Olympics Pennsylvania will welcome students from **6 local participating "Cool Schools"**: Mars, Norwin, Franklin Regional, Hampton, Fox Chapel & Pittsburgh Public High Schools to *Freeze for a Reason*. 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.

#### SATURDAY, FEBRUARY 23, 2019

**7am-5pm - SUPER PLUNGE @ Heinz Field, 100 Art Rooney Ave**

- The Super Plunge kicks off Polar Plunge weekend at Heinz Field. A group of 18 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.

**9am-1pm – PITTSBURGH POLAR PLUNGE @ Heinz Field, 100 Art Rooney Ave**

- The program will kick off with our wonderful **iHeart Radio** 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.
  - **Plunge Registration** **9:00 am – 11:00 am**
  - **Plunge Festival** **9:00 am – 2:00 pm**
  - **Plunge Time** **11:30 pm**
- **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.

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- **TOO CHICKEN TO PLUNGE** - 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.
- Closing out the weekend is the **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).

**WHY:** Every minute our plungers spend in the cold will warm the hearts of thousands of SOPA athletes. Polar Plunges have raised millions of dollars across the country for Special Olympics chapters. The events are co-hosted by state chapters of Special Olympics along with their Law Enforcement Torch Run (LETR) officials.

The Polar Plunge invites participants of all ages (under 18 requires parent or guardian signature) to take a dip in the "cool" waters of their choice. Participants can take the plunge in a pool outside of Heinz Field with a minimum pledge of \$50 or, better yet, join a group with other friends and form a Plunge Team! All plungers are asked to raise the \$50 minimum pledge to receive an official 2019 long sleeved Pittsburgh Polar Plunge shirt, but they are also eligible to earn additional prizes as their donations increase. Participants can raise funds online by creating their own fundraising page to garner support from their friends, family and co-workers, **or come and sign up in person on Plunge Day**. Corporate, school, and community teams are also welcome to set up a tent and hang a team banner in support of SOPA. Visit <http://pittsburghplunge.org> for more information.

**NOTE TO ALL MEDIA:** Members of the media are welcome to attend any portion of the Pittsburgh Polar Plunge. Contact Carrie Jaumann at 724-375-7515 ext. 249 or Wenona Sutton at 610-630-9450 ext.219 to assist with any questions and interviews. Visit [www.PittsburghPlunge.org](http://www.PittsburghPlunge.org) for more information.