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FOR IMMEDIATE RELEASE

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Be our SUPERHERO: Take the POLAR PLUNGE *18th Annual Polar Plunge benefiting Special Olympics Virginia* *Feb. 6 on Virginia Beach Oceanfront*

Thousands are preparing for the “coolest” event in the state – the **18th Annual Polar Plunge benefiting Special Olympics Virginia, Saturday, Feb. 6 between 6th and 9th streets on the Virginia Beach Oceanfront.** More than 3,200 thrill-seekers are expected to brave the chilly Atlantic Ocean wearing nothing but swimsuits and zany costumes. And even if you scream like a little girl, you’re still our superhero – proceeds from the Plunge benefit Special Olympics Virginia.

This year’s Polar Plunge, presented by WTKR News Channel 3, The FOX 106.9, FM 99, Wawa and Virginia Natural Gas, kicks off at 10 a.m., with the **Plunge scheduled for 2:30 p.m.** Other highlights – aside from the Plunge! – include food, live music, a Kids Zone, plunger costume contests, an amazing Polar Plunge sand sculpture, ice carving demonstrations and more.

And new for this year:

- **Friday Night Plunge Party**, featuring a concert by Virginia Beach’s own Butter, a cornhole tournament, food, adult beverages and more. Festivities run from 6-10 p.m. Feb. 5 under the main Plunge tent, located at the end of 7th Street on the beach. Tickets are \$10. Call 757-962-1575 for tickets and information.
- Kids, ready to get your FREEZE on? Join us for the first **Pee Wee Plunge!** Children 12 and under can take the plunge into a 25”-deep kiddie pool sprinkled with ice cubes and rubber ducks. For information, visit www.polarplunge.com.

This year, help Special Olympics Virginia reach its \$1 million fundraising goal and sign up or donate today. Or, join thousands of others as they cheer from the sidelines and enjoy the day’s activities. To register for the plunge, or to find out more details about the event, visit www.polarplunge.com or call our Virginia Beach office, 757-962-1575.

Since 1993, more than 26,000 plungers have raised more than \$4.7 million for Special Olympics Virginia. The inaugural Polar Plunge took place in 1993 at the Clarion Hotel, featuring

34 plungers who raised nearly \$8,000 for Special Olympics Virginia, a year-round international program of sports training and athletic competition for children and adults with intellectual disabilities.

Media also are invited to attend this year's Plunge. Please contact Holly Claytor at 804-726-3025 or hclaytor@specialolympicsva.org for more information.

For more information on Special Olympics Virginia, visit www.specialolympicsva.org.

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Special Olympics is a year-round international program of sports training and athletic competition for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in the sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community. By using sport as a vehicle for social change, Special Olympics Virginia strives to create opportunities for meaningful interaction and self discovery for everyone. The organization's goal is to open the heart and mind of every Virginian to the value and ability of persons with intellectual disabilities. Special Olympics Virginia Inc. is the state program of Special Olympics Incorporated.