

Thursday, Feb. 2

- **4 to 7 pm** Plunge and Dash & Splash 1 Mile and 4 Mile Run **registration/packet pickup** at Hilton Virginia Beach Oceanfront (3001 Atlantic Avenue, Level 2)

Friday, Feb. 3

- **10:30 am to 1 pm** **Cool School Challenge**; Plunge takes place at noon
- **2 to 7 pm** Plunge and Dash & Splash 1 Mile and 4 Mile Run **registration/packet pickup** at the Hilton Virginia Beach Oceanfront (3001 Atlantic Avenue, Level 2)

Saturday, Feb. 4

- **8 am** **Packet pick up** for Dash & Splash 1 Mile and 4 Mile Run at the Hilton Virginia Beach Oceanfront (3001 Atlantic Avenue, Level 2)
- **9 am** **4 Miler run along the Boardwalk**, start and finish line near 30th Street on the Boardwalk. Followed by an icy dip in an above ground pool on the beach if you're feeling br-r-ave!
- **10 am** **4 Miler awards** (Main Heated Tent, located on the beach at 30th Street, and featuring vendors and cool merchandise)
- **10 am** **Plunge Registration opens** (Hilton Virginia Beach Oceanfront, 3001 Atlantic Avenue, Level 2)
- **10:30 am** **Registration for Costume Contests** (Main Heated Tent, located on the beach at 30th Street, featuring a live band, vendors and cool merchandise)
- **10:30 am** **1 Mile Run along the Boardwalk**, followed by an icy dip in an above ground pool on the beach if you're feeling br-r-ave!
- **10:30 am** **Festival begins**, featuring a live band, vendors, cool merchandise and more!

- **11:30 am** End of registration for Costume Contests
- **Noon** **Boogie Down the Boardwalk Costume Parade**, starts on Boardwalk at 30th Street
- **12:30 pm** **Costume Contests** (Main Heated Tent, located on the beach between at 30th Street, and featuring a live band, vendors and cool merchandise)
- **1:15 pm** **Opening Ceremony**, safety briefing & Plunge check presentation – come see how much we raised! (Main Heated Tent, located on the beach at 30th Street, and featuring a live band, vendors and cool merchandise)
- **1:55 pm** Athletes take the first icy dip in a Pre-Plunge (Athlete Plunge & Main Plunge take place on the beach at 31st Street behind the Neptune Statue)
- **2 pm** **The Plunge!** (Athlete Plunge & Main Plunge take place on the beach at 31st Street behind the Neptune Statue)

