



FRIDAY, FEB. 7

-  10 am to 1 pm: [Cool School Challenge](#); Plunge takes place at 12:15 pm!
-  2 to 7 pm: Plunge and SunTrust Dash & Splash [registration & packet pick up](#) at the Hilton Virginia Beach Oceanfront (3001 Atlantic Avenue, Level 2). Cool Plunge swag will be available for purchase at registration.

SATURDAY, FEB. 8

-  8:30 am: [Packet pick up for the SunTrust Dash & Splash 4 & 1 Mile Runs](#) at the Hilton Virginia Beach Oceanfront (3001 Atlantic Avenue, Level 2).
-  9:30 am: [SunTrust Dash & Splash 4 Miler](#) along the Boardwalk. Start and finish just south of 30th Street.
-  10 am: [Plunge Registration opens](#) at the Hilton Virginia Beach Oceanfront (3001 Atlantic Avenue, Level 2).
-  10 am: [Costume Contest registration](#) inside the Hilton Virginia Beach Oceanfront. Table will be across from the Catch 31 entrance. Registration will be held until 11:30 am. Come seal your spot for the parade!
-  10:30 am: [The Plunge Marketplace](#) opens under the main heated tent, featuring unique local artisans and cool swag from our amazing partners. We'll also be serving up [Smartmouth's](#) frosty brews, Hawaiian-style eats from [Aloha Snacks](#), and live music by [The Flying Svengs!](#)
-  10:30 am: [4 Miler awards](#) under the Walmart Plunge Pavilion (aka the main heated tent, located on the beach at 30th Street).
-  11 am: [SunTrust Dash & Splash, 1 Mile Fun Run](#) along the Boardwalk. Start and finish line just south of 30th Street on the Boardwalk.
-  12 pm: [The Double Dip Dare](#). Dash & Splash runners who have also raised \$100+ for the Polar Plunge will take their first icy dip into the Atlantic. Pre-registration is required.
-  12:30 pm: [TJ Maxx Boogie Down the Boardwalk Costume Parade](#), meet at the [Neptune statue](#) across from Neptune's park to parade into the tent. Winners of the costume contest announced afterwards in the main heated tent. Meet us in the tent at 12:45 pm to hear the winners if you aren't participating in the parade!
-  1:15 pm: [Opening Ceremony](#), safety briefing & Plunge check presentation under the big tent. Come see how much we've raised for Special Olympics Virginia athletes of all abilities!
-  2 pm: [THE PLUNGE](#) on the beach at 31st Street behind the Neptune Statue.
-  Until 3 pm: After you take your icy dip, warm up under the main heated tent with fabulous local artisans, live music, and more frosty brews and food from [Smartmouth Brewing Co.](#) and [Aloha Snacks](#).
-  3 pm and beyond: Thaw Out Party after the Plunge at [Smartmouth's Virginia Beach Pilot House](#) (313 32nd Street), with discounted brews and live music from the Tiki Bar Band. Polar drink specials and 50% off games at [Beachside Social](#) when you wear your Plunge gear (2728 Atlantic Avenue). Check out more live music at [Murphy's Irish Pub](#) (2914 Pacific Ave).

