

Friday, Feb. 1

- **10 am to 1 pm – Cool School Challenge;** Plunge takes place at 12:15 pm!
- **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). Cool Plunge swag will be available for purchase at registration!

Saturday, Feb. 2

- **8:30 am – Packet pick up for SunTrust Dash & Splash** 1 Mile and 4 Mile Run 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 line just south of 30th Street on the Boardwalk.
- **10 am – Plunge Registration opens** at the Hilton Virginia Beach Oceanfront (3001 Atlantic Avenue, Level 2).
- **10:30 am – 4 Miler awards** (Walmart Plunge Pavilion & Main Heated Tent, located on the beach at 30th Street).
- **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 **Big Ugly Brewing Company's** frosty brews, Hawaiian-style eats from **Aloha Snacks**, and live music by **Kaboombox!**
- **11 am – SunTrust Dash & Splash, 1 Mile Fun Run along the Boardwalk.** Start and finish line just south of 30th Street on the Boardwalk.
- **11 am to 12 pm – Judging for the TJ Maxx Costume Contest in Neptune's Park.** Make sure you come in costume when you register. You will be judged as you sign up!
- **12 pm – The Double Dip Dare.** SunTrust 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,** starts **on the Boardwalk at 27th Street**, behind the Hyatt House. Winners of 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, frosty brews from **Big Ugly Brewing Company**, live music and more.
- **3 pm and BEYOND – Plunge After Party** at the **Hyatt House Virginia Beach Oceanfront's Ocean 27.** Polar cocktails and 10% off the menu until 6 pm (2705 Atlantic Avenue). **20% off at Smartmouth's Virginia Beach Pilot House** (313 32nd Street). Polar drink specials and **50% off games at Beachside Social** when you wear your Plunge gear (2728 Atlantic Avenue).

