



**Special Olympics**  
Massachusetts

Media Contact:  
Olivia DiFeterici  
978-774-1501 x231

*Media Advisory*

## **Winter Bathers Prepare for Icy Dip**

*Special Olympics Passion Plunge Coming to Nantasket Beach*

**Hull, MA** – February 16<sup>th</sup> is right around the corner and winter bathers across the state are preparing for their icy dip. The Passion Plunge is an extraordinary event where brave and dedicated fundraisers take a dip into the icy February waters in support of Special Olympics.

In its ten years, the event has raised over \$1.6 million for Special Olympics Massachusetts athletes. Southern Massachusetts is home to over 3,257 Special Olympics athletes, Unified Partners (non-Special Olympics athletes), 2,075 volunteers and 390 coaches. Special Olympics Massachusetts also has a South Section office dedicated to growing the number of athletes in southern Massachusetts and increasing the number of athletic opportunities for these athletes. All of the proceeds raised from the Nantasket Beach Passion Plunge will go to local Special Olympics athletes.

### **Schedule of Events for February 16<sup>th</sup>:**

*\*\*Great photo opportunities of costumed plungers and Special Olympics athletes\*\**

10:00AM	Registration Opens
11:15AM	Costume Parade Begins
11:45AM	Plunger Safety Briefing
12:00PM	Plunge!
12:15PM	Post-Plunge Party Begins
1:00PM	Awards Ceremony

Activities at Nantasket Beach include, [heated party tent, costume parade with prizes for most original costume and best team costume, post-Plunge party with awards ceremony, Mike Hsu and WAAF, DJ playing music, free food from Red Parrot, Dunkin' Donuts and other local restaurants.](#)

For those *too chicken to plunge*, Special Olympics has created the Chicken Coop where dedicated fundraisers can watch the Plunging while staying dry. *Chickens* are also eligible for fundraising incentives and prizes.

Other Passion Plunge locations include Indian Lake in Worcester, Nantasket Beach in Hull and Revere Beach. All in all over 1200 people around Massachusetts will plunge at noontime on February 16 in the name of Special Olympics. **More Passion Plunge info can be found at [www.PassionPlunge.org](http://www.PassionPlunge.org).**

### **About Special Olympics Massachusetts**

Special Olympics Massachusetts (SOMA) provides year-round sports training, athletic competition and other related programming for nearly 10,000 athletes with intellectual disabilities. SOMA offers over 126 year round sporting competitions. Through the power of sport, our movement transforms the lives of people with intellectual disabilities and unites everyone by fostering a sense of community and building a civil society. For more information visit <http://www.SpecialOlympicsMA.org>.