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Media Advisory

Plungers Prepare for Icy Dip *Special Olympics Passion Plunge Coming to Revere Beach*

Boston, MA – February 16th 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. The greater Boston and North Shore area is home to over 4,262 Special Olympics athletes and Unified Partners (non-Special Olympics athletes), 2,424 volunteers and 600 coaches. Special Olympics Massachusetts also has a North Section office dedicated to growing the number of athletes in the greater Boston and North Shore area and increasing the number of athletic opportunities for these athletes. All of the proceeds raised from the Revere Beach Passion Plunge will go to local Special Olympics athletes and programs.

Schedule of Events for February 16th:

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 Revere Beach include [heated party tent](#), [costume parade with prizes for most original costume and best team costume](#), [post-Plunge party with awards ceremony](#), [Kelly Malone and Mix 98.5](#), [a DJ playing great music](#), [free food from Kelly's World Famous Roast Beef and Seafood](#), [Chick-fil-A](#), 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 Old Silver Beach on Cape Cod. All in all over 1000 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.**

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>.