

MEDIA ALERT

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FOR IMMEDIATE RELEASE
February 22, 2024

31st Annual Polar Bear Plunge in Seaside Heights ***Proceeds Benefit Special Olympics New Jersey***

What: The 31st annual [Polar Bear Plunge at Seaside Heights](#) presented by [Law Enforcement Torch Run](#)® to benefit thousands of [Special Olympics New Jersey](#) athletes.

Who: Nearly 8,000 dedicated fundraising plungers are expected to take a dip in the Atlantic Ocean at Special Olympics New Jersey's largest single fundraiser of the year.

When/Where: [Polar Bear Plunge at Seaside Heights](#) will take place on the main beach between [Webster and Dupont Avenues](#) on **Saturday, February 24 at 1:00 p.m.** Registration begins at 9:00 a.m.

Media Hours: Media are invited to cover the Polar Bear Plunge on Saturday, February 24 from 9:00 a.m., when registration starts, up to plunge time at 1:00 p.m, and beyond. To receive a media credential for access to the Plunge area on the beach, please check-in at the SONJ RV, which will be located at the [corner of Ocean Terrace and Blaine Avenue](#). Photo ID/media credentials required. **Media check-in hours are from 9:00 a.m. – 12:00 p.m.** Please call or text Jeremy Davis (908.343.0146) upon arrival.

More Info: Registration is still open and walk-up Plunge registrants are welcome and encouraged to arrive early due to the heavy traffic. Registration opens at 9:00 a.m. and the walk-up registration fee is \$125. Click [here](#) to register. Spectators are also welcome, and parking will be available in the area on a first come first serve basis. Wawa, the official coffee partner of the Polar Bear Plunge in Seaside, will be onsite with their mobile truck to provide FREE coffee and hot chocolate. [Event Map](#)

Text Alerts: Sign-up [here](#) to receive text alerts and updates.

Weather Forecast: The weather around plunge time is anticipated to be cloudy and with an air temperature in the mid 30s and water temperatures predicted to be in the low 40s. Perfect plunge weather!

ABOUT SPECIAL OLYMPICS NEW JERSEY:

For over 55 years, Special Olympics New Jersey has provided year-round sports training and athletic competition in 24 Olympic-type sports for thousands of children and adults with intellectual disabilities, completely free of charge. Through the joy and power of sports, athletes are provided opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community. Visit www.sonj.org for more information.

ABOUT THE LAW ENFORCEMENT TORCH RUN:

The Law Enforcement Torch Run (LETR) is part of a state-wide campaign coordinated and managed by all divisions of Law Enforcement officers and officials to raise dollars and awareness for Special Olympics New Jersey. The Law Enforcement Torch Run for Special Olympics New Jersey has been recognized for many years as one of the top grassroots fundraising organizations for Special Olympics worldwide. Visit www.sonj.org/partners/law-enforcement-torch-run/ for more information.