



## Port Colborne Polar Plunge for Special Olympics goes virtual

**Port Colborne, ON (Feb. 4, 2021)** – The City of Port Colborne is inviting residents to PORTicipate in this year's Virtual Polar Plunge in support of Special Olympics Ontario.

This will be the second time the City has participated in this signature fundraising event, with participants braving the cold and jumping in Lake Erie at Sugarloaf Marina last year. With current COVID-19 restrictions in place, this event will be completely virtual, asking participants to take the plunge safely in the comfort of their own home.

"This is a great opportunity to support an incredible organization and have a little fun this winter," said Mayor Bill Steele. "I know this is different from last years Polar Plunge, but I think people can be creative. You could fill a bathtub with ice cubes, or make a snow angel in your bathing suit, or run through a cold sprinkler. There are so many possibilities."

Last year more than \$560,000 was raised in Ontario, with Port Colborne raising approximately \$12,000. This year the City hopes the community can hit the \$5,000 mark and looks forward to seeing residents get involved virtually.

"I can't wait to see everyone freezin' for a reason," said Mayor Steele. "My wife Debby and I will be PORTicipating and plan to share our experience on social media. Stay tuned!"

Individuals are asked to PORTicipate in the following ways:

- Register for the plunge by visiting [www.polarplunge.ca](http://www.polarplunge.ca)
  - Residents are encouraged to join the Port Colborne team
- Plunge anytime between February 1 to February 28, 2021 from the comfort of your own home: <http://polarplunge.ca/ways-to-plunge>
- Fundraise and receive amazing prizes and incentives while helping support over 26,000 Special Olympics athletes across the province
- Post your Plunge video on social media using the hashtag #PlungeON and #PORTicipate
  - Be sure to tag the City of Port Colborne in your post for a chance to be featured on social media, or you can send your video to [eventservices@portcolborne.ca](mailto:eventservices@portcolborne.ca)

Participants are encouraged to be creative and have fun, however, safety is very important. Please follow these [safety tips](#) as you PORTicipate in the Virtual Polar Plunge.

### **About City of Port Colborne**

Located on the south coast of the scenic Niagara Region, Niagara's Port of Call has found the perfect balance – successful industrial and commercial sectors, comfortable and scenic residential areas, white sand beaches, unique culinary choices, the world class Sugarloaf Marina, fishing, golfing, trails, shopping districts along the historic Welland Canal and an energized festival and entertainment scene that includes live theatre – truly a community that adds to the overall Niagara Experience.

### **About the Polar Plunge**

The Polar Plunge event is a signature fundraiser for the Law Enforcement Torch Run and all in support of Special Olympics. In Ontario the Polar Plunge fundraiser has been growing for over 20 years and last year raising over \$560,000 for Special Olympics Ontario. This year the Plunge is virtual: [www.polarplunge.ca](http://www.polarplunge.ca)

### **About Special Olympics Ontario**

Special Olympics Ontario is part of a dynamic worldwide charitable organization dedicated to promoting active lifestyles for people with an intellectual disability through the power of sport. The organization is building communities of acceptance and inclusion for all people.

[www.specialolympicsontario.com](http://www.specialolympicsontario.com)

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