



2026 Law Enforcement Torch Run Rochester Polar Plunge

Premier Sponsors, ORCON Industries and Brighton Securities



Here's the scoop on what you need to know before taking the **PLUNGE**
THIS Sunday, February 1 at Ontario Beach Park.

EVENT DETAILS:

- The Rochester Polar Plunge Registration Tent presented by Gage Bush, Premium Mortgage opens at 9:00AM
- The Rochester Polar Plunge stage presented by Brighton Securities, dancing, costume judging, awards & more takes place from 10AM-12Noon.
- The Rochester Polar Plunge Parade kicks off at 12Noon.
- **NOTE: NO TOWEL SERVICE THIS YEAR. PLEASE BRING A TOWEL.**
- For additional information, visit our website at polarplunge.net.
 - Be sure to SHARE YOUR PICTURES using our hashtags.
 - **#ROCthePlunge**
 - **#SOpolarplungeNY**
 - **#SpecialOlympicsNY**
 - Our social media pages
 - **Facebook: @SpecialOlympicsNewYork**
 - **Twitter: @SpecOlympicsNY**
 - **Instagram: @specialolympicsny**

WHAT IS THE FUNDRAISING MINIMUM TO POLAR PLUNGE?

- To take part in the Rochester Polar Plunge, **EACH PLUNGER MUST RAISE A MINIMUM OF \$100.** For raising a minimum of \$100, as a thank you, plungers will receive the most coveted sweatshirt in all of Rochester...the Polar Plunge sweatshirt!
- Haven't started fundraising? It's not too late! Ask 10 friends to sponsor you for \$10 to reach the minimum and receive the 2026 sweatshirt!



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FUNDRAISING CHALLENGES & INCENTIVES:

- **Rochester Polar Plunge Fundraising Incentives**
Set your fundraising goal at \$250 to earn great prizes and reach for the stars. The more you raise, the bigger and better prizes you can earn!

(Following the event, plungers will receive an email to claim their incentive prizes. Follow the emailed instructions and prizes will arrive in 6 to 8 weeks.) Check out these great fundraising incentives for 2026!



YOUR QUESTIONS ANSWERED FROM A to Z:

WHAT SHOULD I WEAR?

- Have fun! Wear a costume. Be a Superhero. A Princess. A Clown. Be Creative and Get into the Polar Plunge Spirit!
- Dress warm and in layers.
- Wear shoes (water shoes are best). Shoes are a MUST!
- NO flip flops.

WHAT SHOULD I BRING?

- An extra change of clothes, socks, and shoes for after you plunge.
- **A towel. Towel service will not be provided this year.**
- A garbage bag to put your wet clothes in after you plunge.



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YOUR QUESTIONS ANSWERED FROM A to Z, continued:

**WHEN YOU ARRIVE ON SUNDAY...
CHECK IN AT THE ROCHESTER POLAR PLUNGE REGISTRATION TENT
presented by GAGE BUSH, PREMIUM MORTGAGE**



- **All plungers MUST check in** at the Rochester Polar Plunge Registration Tent presented by Gage Bush, Premium Mortgage. It is the FIRST tent when arriving at Ontario Beach Park.
- Registration opens at 9:00AM and closes at 11:30AM.
- At check in, each plunger will sign a Participant Waiver *, receive a wristband to Plunge and a Polar Plunge sweatshirt coupon. **REMINDER:** Each plunger MUST raise \$100 to participate.
- For plungers under 18 years of age, their Participant Waiver MUST be signed by a Parent or Legal Guardian – **NO EXCEPTIONS and LEGIBLE.**
- If you are bringing donations to the Rochester Polar Plunge presented by Premier Sponsors, ORCON Industries and Brighton Securities, in the form of cash and/or checks, your donations can be brought directly to the Polar Plunge Registration Tent presented by Gage Bush, Premium Mortgage.
- Checks are to be made payable to "Special Olympics New York".
- Credit Cards, VENMO, Apple Pay and PayPal are accepted.

FOR PLUNGERS ON A TEAM:

- Polar Plunge sweatshirts are handed out to each plunger on the team that has raised the \$100 fundraising minimum requirement. Team donations can be spread among team members before the Polar Plunge to ensure all team members receive a sweatshirt.
- If you raised your money online...don't worry! We will have totals for each participant at registration.
- If you are part of a team, you **DO NOT** need to check in with your team. Each plunger can check in at any of the registration lines and meet with their team afterward.



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WHERE DO I PICK UP MY POLAR PLUNGE SWEATSHIRT?



- **REMINDER:** You must raise \$100 to receive the coveted Polar Plunge sweatshirt.
- When checking in at the Rochester Polar Plunge Registration Tent presented by Gage Bush, Premium Mortgage, you will receive a sweatshirt coupon to redeem at the Polar Plunge Sweatshirt Pick Up presented by Andrew Gearhart, CBRE Upstate NY on the **SECOND floor** in the Robach Community Center.

WHERE IS THE COSTUME JUDGING CONTEST & TEAM PHOTOS?

- Show your Rochester Polar Plunge Spirit by wearing a costume to the Polar Plunge! We'll have official judges voting on the best costumes on the **SECOND floor** in the Robach Community Center. The Best 3 Costumes will be announced on the Rochester Polar Plunge Main Stage presented by Brighton Securities.
- Individual and Team photos will also be taken on the **SECOND floor** in the Robach Community Center.
- The costume judging contest is from 10:00AM-11:15AM

WHAT IS THE VIP PLUNGE EXPRESS REGISTRATON, PLUNGERS THAT RAISE \$1,000 OR MORE...

- Plungers that raise \$1,000 or more will check-in at the VIP express registration line inside the Polar Plunge Registration Tent presented by Gage Bush, Premium Mortgage. Look for the VIP balloons inside the Registration Tent presented by Gage Bush, Premium Mortgage, when you arrive.
- \$1,000 + fundraisers, will check in and receive your 2026 top fundraiser thank you gift!





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RAFFLES AND POLAR PLUNGE MERCHANDISE!

- We have great raffle items this year! A grill donated by Home Depot, sporting events, dinner packages, a huge TV and more!
- Tickets can be purchased at the Raffle Table located on the **SECOND floor** in the Robach Community Center. Raffle volunteers will be walking around selling tickets throughout the morning in the Polar Plunge main tent too.

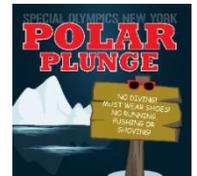


FOOD, COFFEE, HOT CHOCOLATE!

- There will be plenty of delicious treats, coffee, and water for a \$1 donation on the **FIRST floor** in the Robach Community Center.

WHERE DO I POLAR PLUNGE AND IS THE WATER ICE COLD?

- The Rochester Polar Plunge presented by premier sponsors, ORCON Industries and Brighton Securities takes place in the waters of Lake Ontario directly behind the Robach Community Center.
- At 12Noon, plungers will begin forming a line in the main tent and walk in the Rochester Polar Plunge Parade into the waters of Lake Ontario.
- Yes, you are correct, the water is chilly!
- No Diving! No Diving! No Diving! **Did we mention No Diving?**
- **Bring a towel with you when you plunge. There is no towel service.**





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WE ARE GOING TO PUMP YOU UP ON THE ROCHESTER POLAR PLUNGE MAIN STAGE presented by BRIGHTON SECURITIES

- The Rochester Polar Plunge Main Stage presented by Brighton Securities is the best party in town located in the main tent next to the Robach Community Center. This is the place to be to have the Rochester Polar Plunge experience.
- Starting at 9:00ish, the Rochester Polar Plunge main stage presented by Brighton Securities is rocking with our Polar Plunge emcees, David Shaw and Erica Raepple with great music, awards and costume winners announced throughout the morning. The party doesn't stop until we walk in the Rochester Polar Plunge Parade at 12Noon.



WHEN SHOULD I ARRIVE AND WHERE DO I PARK?

- **Don't be late!** The best part of the Rochester Polar Plunge is what happens *before* you take the polar plunge. The pre-plunge party kicks off at 9:00AM. Plan to spend the morning with us. If you can't, be inside the main event entertainment tent by 11:00AM.
- Allow yourself PLENTY of time as **parking is VERY limited** at Ontario Beach Park.
- Since parking first come-first serve, we advise you to use our **FREE parking and shuttle service** from Greece Arcadia High School, located at 120 Island Cottage Road.
- **Directions to Greece Arcadia High School:** Take 390 N, Exit at Latta Road and turn right onto Latta Rd. Take an immediate left onto Island Cottage Road, Greece Arcadia HS is on the right.
- Our FREE OFF-SITE shuttle services are running to and from Greece Arcadia High School beginning at 8:30AM until 1:30PM.

On behalf of all our Special Olympics New York athletes, THANK YOU!

See You this Sunday as We #ROCthePlunge Celebrating 26 Years!

