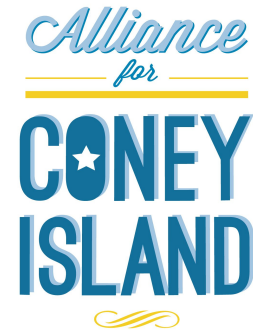


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For Immediate Release:

CONEY ISLAND OPENS REGISTRATION FOR THE 115TH ANNUAL POLAR BEAR PLUNGE!

This historic event aims to raise funds to support the Coney Island community

Coney Island, November 12, 2018 – It's no secret that Coney Island has been the birthplace for fun since the turn of the century. Celebrating its 115th year, the *originators* of the time honored tradition of the Polar Bear Plunge are proud to announce a partnership with local non-profit organizations to help their neighborhood: Coney Island.

The Plunge, taking place on January 1st, 2019 is a **free** event, however individuals and teams must register to participate and are encouraged to fundraise for the cause. Walk-up registrants are welcome and are encouraged to arrive early, as on-site registration will open at 10 a.m., and the first wave of plungers start at 1PM sharp.

Last year, despite freezing temperatures, the plunge raised over \$40,000. For 2019, the goal is to raise \$80,000 which will all go toward local Coney Island nonprofits including the Alliance for Coney Island, New York Aquarium, Coney Island USA, Coney Island History Project as well as other arts and community organizations. Supporters of Coney Island can show their commitment by fundraising to help ensure the growth and livelihood of this iconic destination and neighborhood. Funds help support free events such as Friday Night Fireworks, arts programs, environmental and educational programming, and continue to improve quality of life

issues and support workforce development programs for the Coney Island neighborhood which is home to over 50,000 residents.

To register or learn more about the 115th annual Polar Bear Plunge in Coney Island, please visit: www.polarbearclub.org

To plan a trip to Coney Island and stay up-to-date on all Coney happenings, make sure to visit **ConeyIslandFunGuide.com**, sign up for our weekly newsletter and follow us on Facebook, Twitter and Instagram, **@ConeyIslandFun**.

Alliance for Coney Island

The not-for-profit Alliance for Coney Island, Inc. is a private-public partnership dedicated to continuing the year-round revitalization of Coney Island. The Alliance represents local businesses, nonprofits, and the community, with support from the New York City Council, the Brooklyn Borough President and New York City Economic Development Corporation. More info at www.AllianceforConeyIsland.org.

The Coney Island Polar Bear Club

The Coney Island Polar Bear Club is the oldest winter bathing organization in the United States. We swim in the Atlantic Ocean at Coney Island every Sunday from November through April. Since 1903, we have been hosting a public New Year's Day Plunge for all brave souls to welcome the New Year. While the event is free, we do encourage plungers to make a donation to our charity sponsors. In the past decade, the Club has raised over \$500,000 to support charities. This year we are supporting the NY Aquarium, the Alliance for Coney Island and local non-profit community organizations in the Coney Island Community.

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