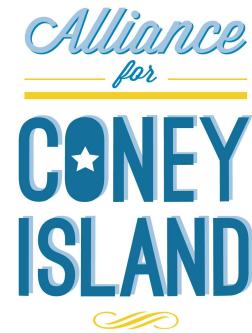


Alliance for Coney Island
1904 Surf Avenue
Brooklyn, NY 11224
AllianceForConeyIsland.org



Media Contact: Cindy Vourderis
Marketing, Events, and Public Relations Manager
Cindy@AllianceforConeyIsland.org
347-476-3384

For Immediate Release:

CONEY ISLAND PREPARES FOR ANNUAL POLAR BEAR PLUNGE FOR THE FIRST TIME SINCE NEW YEAR'S DAY 2020 AND ANNOUNCES FUNDRAISING PLATFORM TO HELP SUPPORT LOCAL NONPROFITS

Coney Island, November 29, 2021 – The originators of this globally recognized event, the Coney Island Polar Bears have announced that the longstanding and beloved event will return for an in-person plunge on New Year's Day. Partnering with the Alliance for Coney Island and local non-profits, the **119th Annual Coney Island Polar Bear Club New Year's Day Plunge** aims to raise funds to help ensure the growth and livelihood of their iconic community continues. Funds help support a variety of initiatives including free public programming such as the coveted summer- long series of Friday Night Fireworks, environmental and educational programming at the New York Aquarium, sponsored summer camp tuition for local youth at the Coney Island YMCA, and arts programs at Coney Island USA to name a few.

Those who would like to attend the New Year's Day Plunge can participate as an individual alongside other supporters, join a team or create their own teams to help raise funds. With the safety of plunge participants as a priority, those not wanting to brave the cold can also choose to donate virtually at www.polarbearclub.org.

"After so many months of stress, hardship, and uncertainty, the Coney Island Polar Bear Club invites all New Yorkers to join us in our New Year's Day Plunge, purge the past, and establish an optimistic outlook for the new year. There is no better way to separate the past from the future than a brisk plunge in the frigid Atlantic with fellow New Yorkers. We look forward to hosting the largest, most spirited plunge in our 119 year history" said Dennis Thomas, President, Coney Island Polar Bear Club.

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 in 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 in the New Year. In the past decade, the Club has raised over \$500,000 to support local charities and this year we are supporting the NY Aquarium, the Alliance for Coney Island, and local non-profit community organizations in the Coney Island Community.



JANUARY 1, 2022 1PM

BOARDWALK AND STILLWELL AVE

REGISTER ONLINE AT WWW.POLARBEARCLUB.ORG

ON-SITE REGISTRATION OPENS AT 10 AM

PARTICIPANTS SHOULD ARRIVE NO LATER THAN 12 PM

#PLUNGEFORCONEY AND HELP RAISE FUNDS FOR LOCAL AREA NON-PROFITS



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