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For Immediate Release:

**CONEY ISLAND OPENS REGISTRATION FOR THE 114th ANNUAL NEW YEAR'S DAY POLAR BEAR
PLUNGE ON "GIVING TUESDAY"!**

Coney Island, November 27, 2017 – It's no secret that Coney Island has been the birthplace for fun since the turn of the century. Celebrating its 114th 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, 2018 is a FREE event, however individuals and teams must register to participate in the plunge and are encouraged to fundraise for their plunge. Walk-up registrants are welcome and are encouraged to arrive early as on-site as registration tents will open at 10 a.m., and the first wave of plungers starts at 1PM sharp.

This "Giving Tuesday", we hope that New Yorkers will give back to the Coney Island community by registering for this charity driven event. Supporters of Coney Island can show their commitment by fundraising to help ensure the growth and livelihood of this iconic destination and neighborhood. Funds raised will support a variety of local Coney Island nonprofits including the Alliance for Coney Island, New York Aquarium as well as other arts and history nonprofits that will help support free programming, improve quality of life issues and continue their workforce development programs for the Coney Island neighborhood which is home to some 50,000 residents with a poverty rate of 27%.

To register or learn more about the 114th Annual Polar Bear Plunge in Coney Island, please visit: <http://bit.ly/ConeyPolarPlunge2018> and to join the conversation, use **#ConeyPolarPlunge2018**.

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

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