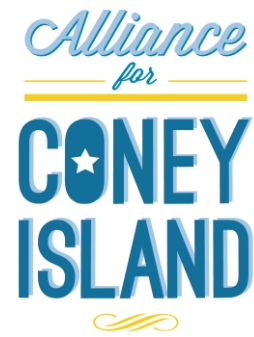


Alliance for Coney Island
1323 Surf Avenue
Brooklyn, NY 11224
AllianceForConeyIsland.org



Media Contact: Alexandra Silversmith
Executive Director
Alexandra@AllianceforConeyIsland.org
718-637-7957

For Immediate Release:

**REGISTRATION OPENS FOR THE 116TH ANNUAL NEW YEAR'S DAY CONEY ISLAND POLAR BEAR
PLUNGE!**

This historic event aims to fundraise to support the Coney Island community

Coney Island, November 4, 2019 – As we enter a new decade, we invite all New Yorkers to make it an unforgettable experience by plunging into the Atlantic Ocean on New Year's Day! Coming into its 116th year, the Coney Island Polar Bear Club, the original plungers, are proud to announce that registration is officially open for the 2020 plunge.

The 2020 New Year's Day Polar Plunge will take place on January 1st, 2020 and 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, the plunge raised over \$65,000 for local Coney Island nonprofits. For 2020, 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 the quality of life 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 116th 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 \$600,000 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.

###