

TAKE THE PLUNGE AT FRIDAY HARBOUR IN SUPPORT OF RVH FOUNDATION

Innisfil, ON - February 4th, 2025 – Brave the cold for a worthy cause at Friday Harbour’s annual Take the Plunge polar dip. On Saturday, March 8, participants will take a chilling leap into the icy waters of Lake Simcoe in support of the RVH Foundation’s Keep Life Wild campaign.



Registration is open to all for a \$25 fee, which includes a hot beverage, an event t-shirt, a post-plunge hot tub session from Pioneer Pools, and, of course, bragging rights. All event proceeds and donations will go toward the expansion of RVH and the creation of a new healthcare facility in Innisfil.

There are three ways to get involved:

1. Register to Take the Plunge and fundraise as an individual or team.
2. Donate directly to the event, or in support of someone taking the plunge.
3. Join the fun and cheer on participants at the event.

EVENT DETAILS

Date: Saturday, March 8th, 11:00 a.m.

Location: Harbour Master Building at Friday Harbour Resort

Registration: [taketheplunge25.eventbrite.ca](https://www.eventbrite.ca/taketheplunge25)

Community members can show their support by donating directly to RVH Foundation through the event’s [fundraising page](#). Spectators are welcome to enjoy the festivities from the shore, complete with music from the official media sponsor, Rock 95 / Kool FM, and warm beverages and delicious bites available for purchase.

ABOUT FRIDAY HARBOUR™

Canada's luxury lifestyle resort community and all seasons destination, Friday Harbour provides superior facilities, modern design, and world-class experiences for homeowners, guests, and visitors alike. Set on the shores of Lake Simcoe, about an hour's drive from Toronto, this stunning waterside community offers a unique blend of urban energy and natural tranquility. Learn more at fridayharbour.com.

ABOUT RVH FOUNDATION

RVH is the heart of healthcare in Simcoe Muskoka. As the region grows and ages, the strain on this vital resource is significant. RVH's Keep Life Wild campaign rallies our communities protect the unique way of life that comes with living here. The goal is to raise \$100 million to expand RVH and build a new healthcare facility in Innisfil. Donor support will make it possible to reduce wait times, end hallway medicine and bring more world-class, specialized care close to home so that all of us can stay healthy and stay wild. Visit keeplifewild.ca to learn more.

MEDIA CONTACT

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