

Taking the Plunge for a Healthier Future



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On Saturday, March 8, I had the privilege of taking the plunge into the icy waters of Lake Simcoe—a bold and exhilarating tradition at Friday Harbour that symbolizes more than just bravery. It’s a celebration of community, connection, and our shared commitment to building a healthier future.



This year’s event was nothing short of electric. From the moment our 97 courageous participants gathered on the frozen shoreline, the spirit of unity and purpose was palpable. Spectators cheered, volunteers hustled, and together we created a moment that was as heartwarming as it was bone-chilling. One participant summed it up perfectly: “It’s freezing, but for a meaningful cause like this, I’d do it again in a heartbeat.”

This year’s Take The Plunge polar dip has surpassed last year’s fundraising total with an incredible \$17,675. Every dollar supports RVH Foundation’s Keep Life Wild campaign, dedicated to bringing a state-of-the-art healthcare facility to Innisfil—the largest town in our region without a hospital. This isn’t just about a building; it’s about greater access to quality care for every resident of our growing community.

Innisfil’s Mayor Lynn Dollin, Deputy Mayor Kenneth Fowler, members of Council, Barrie–Innisfil MP John Brassard, RVH Foundation CEO Pamela Ross, Campaign Cabinet Innisfil Chair Al Gilchrist, and many community members joined us at the beautiful Harbour Master Building.

I am especially proud of the Friday Harbour homeowner community, who came together to make this day so meaningful. From hosting with warmth to supporting with generosity, their spirit of hospitality was on full display. It’s moments like these that remind me how powerful it is when a community rallies around a cause.

This event wouldn’t have been possible without our incredible partners. A heartfelt thank you to Rock 95 / Kool FM, Pioneer Family Pools, and our Friday Harbour team and volunteers. Your energy, professionalism, and commitment elevated the entire experience. Together, we have shown that collective efforts can drive real impact.

See you next year—who’s ready to Take the Plunge?