

Take the Plunge for RVH Foundation at Friday Harbour Returns

Innisfil, ON – February 2, 2024

Make a splash for a worthy cause at Friday Harbour’s annual Take the Plunge polar dip. On Saturday, March 9th, participants will brave the icy waters of Lake Simcoe in support of RVH Foundation’s Keep Life Wild campaign.



Registration is open to all, with a \$25 fee that includes a hot beverage, an event t-shirt, and, of course, bragging rights. Proceeds from the event will be donated toward the expansion of RVH and the creation of a new healthcare facility in Innisfil.

There are four great ways to participate in the fun:

1. Join directly in the action as an individual plunger and fundraiser
2. Support a “Take the Plunge” event ambassador
3. Be a cheerleader/supporter on the day of the event
4. Donate directly to the event

DATE, LOCATION & REGISTRATION

- Saturday, March 9th at 11:00 a.m.
- Harbour Master Building at Friday Harbour Resort
- Register at taketheplungeFH.eventbrite.ca

Community members are invited to show registered polar dippers their support by donating directly to the RVH Foundation through the [event fundraising page](#). Visitors are welcome to spectate from the shore, where they will be treated to an on-site DJ and can purchase warm beverages and delicious bites.

Don’t miss out on the chance to dive in and make a meaningful impact for RVH Foundation!



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.

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. In 2022, RVH Foundation launched the Keep Life Wild campaign to rally the community to 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 everyone in this region can stay healthy and stay wild. Visit [keeplifewild.ca](https://www.keeplifewild.ca) to learn more.

MEDIA CONTACT

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