

A BRAVE DIP FOR A BIG CAUSE: TAKE THE PLUNGE RETURNS TO FRIDAY HARBOUR

Community invited to support RVH Foundation with a polar dip this March

Innisfil, ON - February 4th, 2026 – Brave the cold for a worthy cause, Friday Harbour's annual Take The Plunge returns on Saturday, March 7, 2026. Participants are invited to step into the icy waters of Lake Simcoe in support of RVH Foundation's Keep Life Wild campaign—helping advance critical healthcare services and support future healthcare in our region.



Registration is open to all for a \$25 fee, which includes a hot beverage, an event t-shirt, a post-plunge hot tub session courtesy of Pioneer Pools, and, of course, bragging rights. McCully from Barrie's Rock 95 will once again host the event. Event proceeds and donations will go towards supporting RVH's Keep Life Wild Campaign which includes the expansion of RVH and the creation of a new healthcare facility in Innisfil.

Here's how 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.

EVENT DETAILS

Date: Saturday, March 7th, 11:00 a.m.

Location: Harbour Master Building at Friday Harbour Resort

Registration: <https://ttp26.eventbrite.ca/>

Spectators are welcome to enjoy the festivities from the shore with music, 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

Our purpose is to make life better with the care you need, close to home. Each year, RVH supports more than 500,000 patient visits from residents and seasonal visitors across Simcoe Muskoka. Through the Keep Life Wild campaign, donor support is transforming care today and building a seamlessly connected, two-site future in Barrie and Innisfil. Philanthropy is expanding programs, powering research and innovation, and training future healthcare professionals so that more specialized, world-class care is available sooner and closer to home.

Visit keeplifewild.ca to learn more.

MEDIA CONTACT

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