



FOR IMMEDIATE RELEASE

TAKE THE PLUNGE AT FRIDAY HARBOUR IN SUPPORT OF RVH FOUNDATION



INNISFIL, ON, February 23, 2023 - Brave the cold for a great cause at Friday Harbour's Take the Plunge polar dip on Saturday, March 11th. This year, proceeds from Take the Plunge will benefit RVH Foundation and the Keep Life Wild campaign, which is dedicated to raising funds to support the expansion of RVH and the creation of a new healthcare facility in Innisfil.

Registration to plunge into the icy waters of Lake Simcoe is open to all, with a fee of \$25 that includes an event t-shirt, food and beverage, and bragging rights.

DATES, LOCATION & REGISTRATION

- Saturday, March 11th at 11:00 a.m.
- Harbour Master Building at Friday Harbour Resort
- Register at [taketheplungeatFH.eventbrite.ca](https://www.eventbrite.ca/taketheplungeatFH)





Members of the community are invited to support registered polar dippers and donate directly to RVH Foundation through the [event fundraising page](#). Visitors are welcome to spectate from the shore and will be treated to an on-site DJ, and toasty beverages and quick bites available for purchase.

Don't miss out on this exhilarating experience and opportunity to make a splash 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. Learn more at www.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. 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. Our goal is to raise \$100 million to expand RVH, doubling the size of the current site in Barrie and building 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 www.keeplifewild.ca/ to learn more.

MEDIA CONTACT

Haley Moore
Communications Manager
media@fridayharbour.com

