Hamilton Health Sciences Foundation

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FOR IMMEDIATE RELEASE

Braving the cold for care: Hammer Plunge returns with $125,000 goal for Hamilton General Hospital

HAMILTON, Nov. 03, 2026 –- Hamilton Health Sciences Foundation is excited to announce Hammer Plunge, presented by Baffin, is returning for its second year on Nov. 28, 2026, at Fifty Point Conservation Area in Winona. This chilling polar dip into Lake Ontario brings our region together in support of life-changing care at Hamilton General Hospital (HGH).

Participants will "take the plunge" into the icy waters, joining friends, family and colleagues in an unforgettable experience. Following the plunge, attendees will thaw out in the Hammer Plunge Winter Village, where they will enjoy hot food and drinks, warm up in saunas or around propane fire pits and take part in a variety of family-friendly activities.

With a fundraising goal of $125,000, proceeds from the event will help ensure that HGH, as a regional trauma, stroke, cardiac and burn centre, continues to provide the resources, capacity and enhanced care spaces for critical treatment when it matters most.

"The Hammer Plunge shows what our community can achieve when we unite for a cause that matters," says Jessica Liut, Baffin's Vice President of Marketing. "Following the success of last year's inaugural event, we're thrilled to return and support Hamilton Health Sciences Foundation and the work they do to advance exceptional health care across our region. As a company that embraces the cold, we're inspired to see people brave the elements to make a difference close to home."

Having surpassed its fundraising goal in 2025 for the redevelopment of the Emergency Department at HGH, Hammer Plunge "has already made a powerful impact that will be felt by patients and their families," says Anissa Hilborn, CEO of Hamilton Health Sciences Foundation. "Now, the continued bravery of our region will bring hope to even more of those who need it most."

Participants 12 and older are invited to take the plunge with all ages encouraged to enjoy the Winter Village and cheer from the shore. Registration fees are $30 for adults and $17 for youth aged 12-17, while children 11 and under can participate free of charge.

You can sign up to take the plunge at hammerplunge.ca and learn more about the difference you make when you dare to dip.

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About Hamilton Health Sciences Foundation:

Celebrating 50 years of supporting excellence in health care, Hamilton Health Sciences Foundation provides vital funding to enable the best possible patient care. We inspire and motivate gifts that fund medical equipment and patient amenities, innovative research initiatives, essential redevelopment of clinical care spaces, and the education and training of health care providers.

As a registered charitable organization, we proudly support patients and families across south-central Ontario, and from outside the region, who receive specialized care at Hamilton Health Sciences including Hamilton General Hospital, Juravinski Hospital and Cancer Centre, McMaster Children's Hospital, and St. Peter's Hospital. The associated programs at the Regional Rehabilitation Centre, McMaster University Medical Centre and Ron Joyce Children's Health Centre are also included.

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