HAMMER PLUNGE

PRESENTED BY BAFFIN

EVENT DAY GUIDE



Get ready to feel the cold and fuel the cause!

Hammer Plunge, presented by Baffin, brings our community together to make a splash in support of Hamilton General Hospital, including the Regional Rehabilitation Centre.

Inside, you'll find everything you need for an unforgettable event day.

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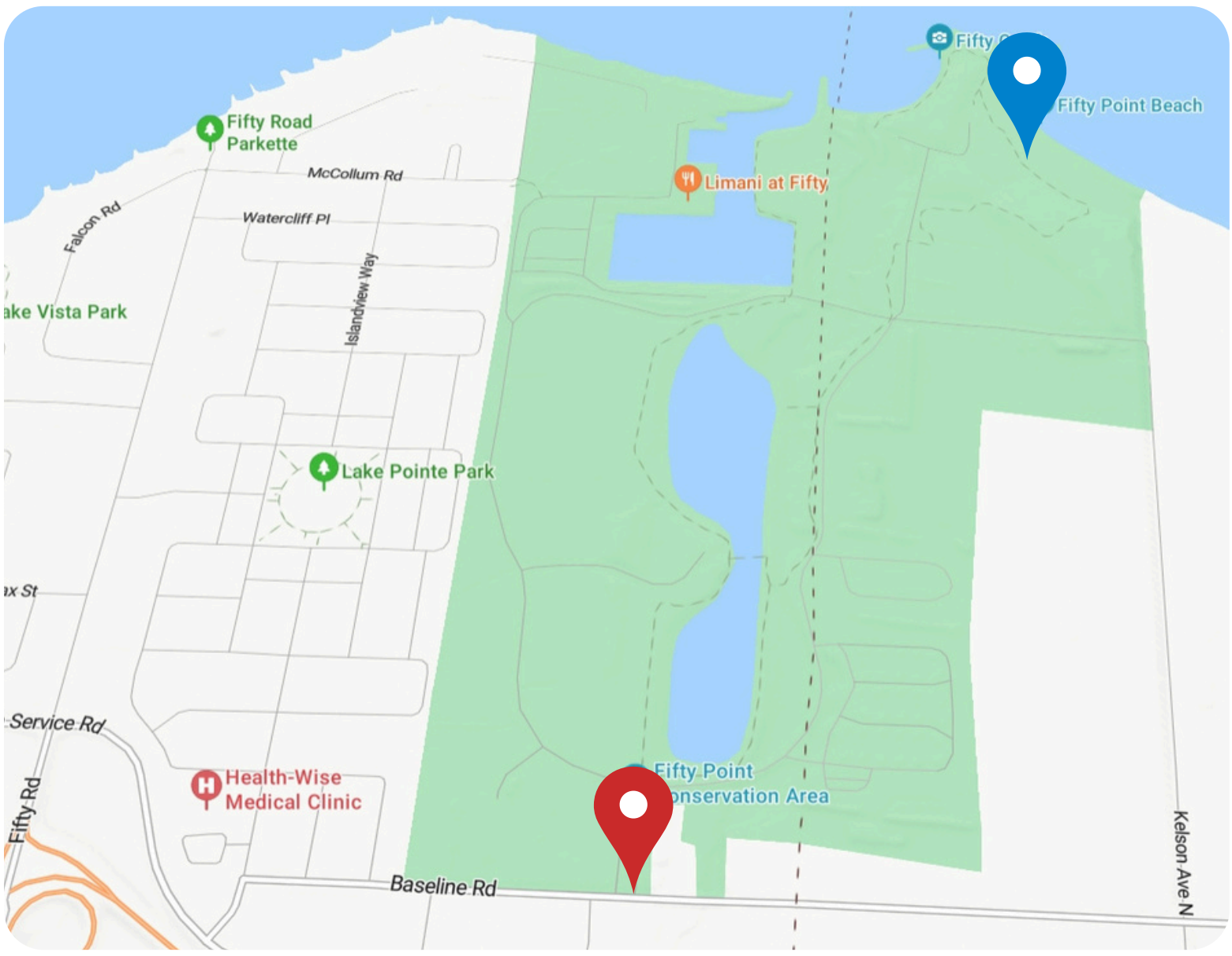
EVENT DETAILS

Saturday, November 28, 2026
10:30 A.M. – 1:30 P.M.



Fifty Point Conservation Area
1479 Baseline Rd, Hamilton, ON

Fifty Point Beach (Event Grounds)

PARKING

Paid parking is available for a flat rate of $10 per vehicle.

Follow signage and volunteer direction on arrival.

Google Maps Link

Apple Maps Link

EVENT SCHEDULE

10:30 A.M.

Participant Arrival & Check-In

Winter Village Opens

(Games, Warming Stations, Breakfast & Hot Beverages)

11:00 A.M.

Welcome Ceremony & Fundraising Prizes

11:25 A.M.

Plungers Change

11:40 A.M.

Plunge Warm Up & Safety Briefing

11:50 A.M.

THE PLUNGE!

12:00 P.M.

Celebration & Photos

Winter Village Continues

(Warming Stations, Lunch & Hot Beverages)

1:30 P.M.

Event Ends

CHECK-IN + REGISTRATION

Arrive on time to get checked in, collect your swag, and get ready to have some fun!

At check-in, you'll receive:

- Your heat assignment (Plungers Only)
- Official Hammer Plunge swag

Once you're checked in, explore the Winter Village, enjoy the games and activities grab some breakfast, a hot drink, and soak up the pre-plunge excitement!



ACCESSIBILITY

We're committed to making Hammer Plunge a welcoming and accessible event for everyone, ***however, the beach itself is not wheelchair accessible.***

If you require accommodations or have accessibility questions before the big day, please **contact our team.** We'll be happy to help you plan for a great experience.

WINTER VILLAGE



The plunge may be chilly, but the atmosphere will be anything but! The Winter Village is your home base for warming up, refueling and celebrating before and after the big dip.

Here's what's waiting for you:

- **Hot food and drinks:** Fuel up with tasty bites and something warm to sip.
- **Music:** Keep the energy high and the spirits warmer than the water.
- **Fun games and activities:** Bring your competitive side and challenge your friends.
- **Fire pits, saunas and warming stations:** Find your favourite spot to thaw out after your icy adventure.
- **Participant giveaways from Baffin:** A little extra warmth to thank you for coming out and supporting Hammer Plunge.
- **Photo opportunities:** Capture the moment, show off your plunge-day spirit and give your friends a reason to be impressed.

COME FOR THE PLUNGE, STAY FOR THE FUN!

PLUNGE DETAILS

Ready to make a splash?
There's nothing quite like the rush of stepping into icy water alongside a crowd of people who are just as excited (and perhaps a little nervous!) as you are. The cheers, the adrenaline and the feeling of conquering the cold make this an experience to remember.

Health Check

Make sure you're in good health before participating in Hammer Plunge. If you have any pre-existing medical conditions or concerns, consult your health care provider before the event. Cold-water immersion can trigger asthma symptoms and heart-related issues.

WHAT TO BRING

- **Swimsuit or wetsuit**
- **Waterproof footwear or water shoes**
- **Warm coat**
- **Hat, socks & gloves**
- **Towel**
- **Water bottle**
- **Change of clothes**
- **Plastic bag:** for transporting your wet clothes
- **Blankets**
- **Extra layers for after your plunge**

Costumes are welcome! Just make sure yours is safe and doesn't interfere with your movement in or out of the water.

STORING YOUR STUFF

Bag drop-off and heated change rooms are available throughout the event.

You'll also find coat racks along the shoreline, where you can leave any extra layers just before your heat takes the plunge.

Pro tip: Have your warm, dry clothes ready to go. You'll thank yourself when you're back on shore!

JUNIOR PLUNGERS

Junior Plungers ages 12 to 18 require parental consent to participate and must be supervised by a responsible adult throughout the event.

A waiver must also be completed and signed by a parent or legal guardian during registration.



GENERAL SAFETY

We want you to have a blast, stay safe and leave with good memories and a great story to tell. Please follow these guidelines throughout the event.

- Follow all instructions provided by event staff, lifeguards and safety personnel at all times.

- Wear appropriate swimwear, a wetsuit or a safe costume.

- We recommend that all participants wear shoes throughout the plunge. Choose sturdy, waterproof footwear to help protect your feet.

- Alcohol and other substances are ***strictly prohibited*** before and during the plunge. Anyone who appears to be under the influence will not be permitted to participate.

BUDDY SYSTEM

No one takes on the cold alone! Everyone must have a buddy.

Enter and exit the water together, and keep track of each other throughout the plunge. The experience is even better with a teammate by your side.

Don’t have a plunging partner? No problem. We’ll pair you up!





LIFEGUARDS + FIRST AID

Your safety is our priority.

Lifeguards will be stationed both in the water and on shore. An on-site first aid team and ambulance will also be available throughout the event.

Please follow all safety instructions and alert event staff if you or your buddy need assistance.

BEFORE THE PLUNGE...

Each plunge participant will receive a colored wristband upon arrival at the registration tent, indicating their assigned plunge heat.

If your wristband is lost or damaged, speak to a volunteer at the registration tent.

When it's time to take the dip, plungers will gather in the centre of the beach.

Cheer squad participants should stay along the designated sidelines to give participants room to enter and exit the water safely.

Before your heat is called:

- Listen carefully to the safety briefing
- Use the coat racks for any last-minute drop-offs.
- Wait for your heat to be called before entering the water.

***Please note that *only participants with a plunge wristband* will be allowed to participate in the plunge.**

WHEN PLUNGING...

The plunge is intended to be a quick dip. Cold-water shock can happen quickly.

Keep your head above the water if you are prone to headaches, dizziness or breathing difficulties.

- Make your way to the shoreline.
- Stay with your assigned group.
- Follow all instructions from event staff and lifeguards.
- Walk carefully. Do not run, dive or swim beyond the lifeguard boundary.
- If you need assistance in the water, raise your hand and call out for help immediately.



AFTER THE PLUNGE...

You did it! Now it's time to get out of the cold and warm up.

- Exit the lake using the designated route.
- Move toward the sides of the beach and pick up your Official 2026 Hammer Plunge ribbon
- Collect your belongings.
- Head directly to the warming zones.





POST-PLUNGE CARE

The plunge may be quick, but warming up afterwards is an important part of the experience.

Get dry, change into warm clothing and head to the Winter Village, where you can thaw out with:

- Hot food and drinks
- Fire pits and warming stations
- Saunas

CHEER SQUAD: BRING THE ENERGY!

Not taking the plunge? You're still a big part of the action!

Our cheer squads help make Hammer Plunge the unforgettable experience it is. Your cheers give plungers an extra boost as they take on the cold.

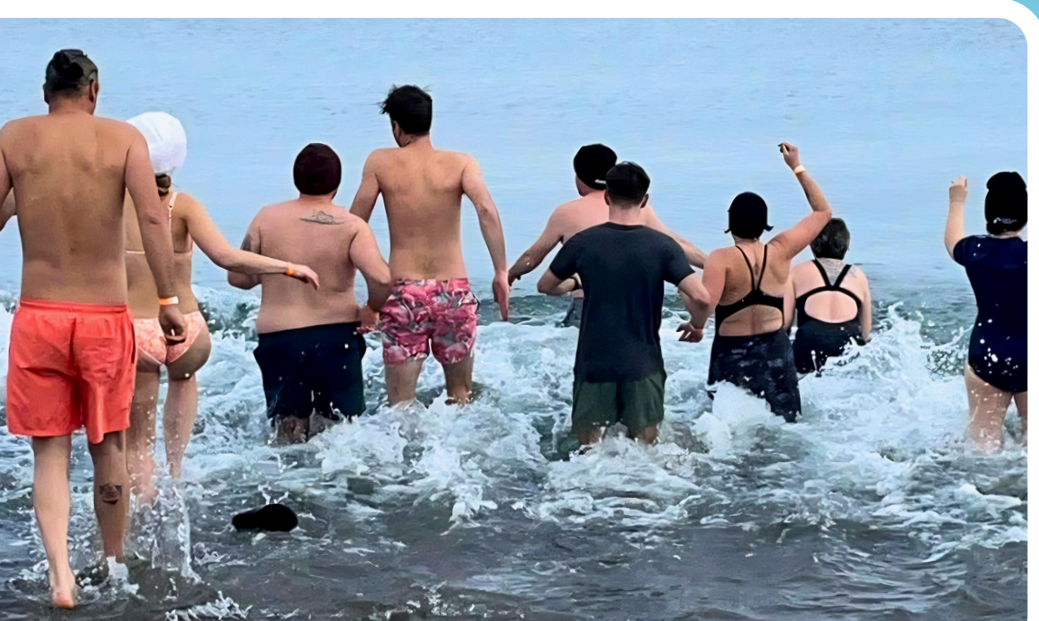
So get ready to make some noise!

Here's how to get in on the fun:

- Cheer on all plungers as they make their way into the water. A little encouragement goes a long way!
- Bring your camera and capture the big moments and post-plunge celebrations.

A few things to know:

- Please stay along the designated sidelines to give plungers plenty of room to safely enter and exit the lake.
- Fire pits, heat lamps and seating will be available along the shoreline to help you stay warm while you cheer.
- Explore the Winter Village, enjoy the games and activities, grab some food and a hot drink, and soak up the festivities.





FUNDRAISING INCENTIVES

Go the extra mile. Get rewarded.

The 25 Top individual fundraisers will receive a pair of CUSH slippers by Baffin.

These warm and comfortable slippers are our special way of thanking you for going above and beyond to support patients, families and health care teams at Hamilton General Hospital. These will be mailed to your address after the event.

So, rally your people, keep those donations coming and see if you can make the Top 25.

Donations must be received by Thursday, November 26 at 11:59 p.m. to qualify. CUSH slippers will be mailed to qualifying participants after the event once we've collected your preferred size.





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FEEL THE COLD. FUEL THE CAUSE.

SEE YOU AT THE SHORELINE!

Thanks for being part of Hammer Plunge!

Whether you're taking the plunge, cheering on your team or helping spread the word, you're making a real difference for patients, families and health care teams. Get ready to feel the cold, embrace the excitement and make some unforgettable memories. Let's make waves for health care!

Have a question we haven't answered yet? Reach out! We're here to help.

Please email us at
FoundationEvents@hhsc.ca.

Hamilton Health Sciences Foundation



