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TAKING THE PLUNGE FOR OUR COMMUNITY



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At Friday Harbour Resort, community support is one of our brand pillars, which is why we were thrilled to host our second annual “Take the Plunge” polar dip event on March 11th. The event was held in collaboration with the Royal

Victoria Hospital’s “Keep Life Wild” Campaign and was a huge success. 84 brave “plungers” joined from not only our community, but also surrounding areas, including Vaughan.

Innisfil’s Mayor Lynn Dollin, Deputy Mayor Kenneth Fowler, Barrie-Innisfil MPP Andrea Khanjin, RVH CEO Pamela Ross, Al Gilchrist Campaign Cabinet Innisfil Chair, Friday Harbour colleagues, and several community members all joined in the fun at the beautiful Harbour Master building at Friday Harbour, making it a truly inclusive and community-centered event.



But the plunge wasn't just about having fun; it was also about making a positive impact. Thanks to the generosity of all the wonderful people who participated, we raised nearly \$14,000 – all of which went toward the Keep Life Wild Campaign's goal of raising \$100 million to expand RVH and create a new health care facility in Innisfil.

The new facility will provide many new health care services to our community. This includes a new urgent care centre, giving us access to emergency care much closer to home without having to drive to Barrie.

It's my deeply held belief that it's important for local businesses like Friday Harbour to do their part to build a sense of belonging and strong relationships among community members – in addition to supporting economic growth. When local businesses sponsor, participate in, or hold charitable events such as these, we are making a tangible difference in the lives of our community members and contributing to the well-being of our community as a whole.

The Take the Plunge polar dip event was a perfect example of how supporting the community, doing good, and having fun can align to create a positive impact. It was a great honor to be part of such a meaningful event and to witness firsthand the power of community spirit in action.

We would like to thank everyone who participated in the event, donated, and helped make it a success. Your generosity and community spirit are truly inspiring and remind us all of the importance of coming together to support each other. We look forward to continuing to build on our community spirit and making a positive impact in the lives of community members in the months – and years – ahead.

