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Synchrony Makes a Big Splash in Connecticut Celebrating a Decade of Polar Plunges to Support Charity

STAMFORD, Conn., March 7, 2025 /PRNewswire/ -- [Synchrony](#) (NYSE: SYF) employees, in a heartwarming display of courage and compassion, today braved icy waters at The Point at Norwalk Cove for the tenth consecutive celebration of their annual "Doubles Dive." The goal of the plunge is to raise vital funds for Connecticut-based nonprofit [SeriousFun](#) Children's Network, an organization devoted to creating summer camp experiences for children with serious illnesses and medical conditions.



This year's plunge not only marks a significant milestone – a decade of unwavering dedication – but also showcases Synchrony's continued commitment to supporting communities in which its employees live and work. The company will triple all employee donations to SeriousFun, ensuring that the spirit of giving resonates even more profoundly with each chilling leap into the cold.

Spreading generosity beyond Connecticut, nearly 1,500 Synchrony employees around the globe will participate in "Dives" in their communities or support virtually this year. Since the Doubles Dive began in 2016, Synchrony has raised more than \$1.2 million for nonprofit organizations including SeriousFun Children's Network.

About Synchrony

Synchrony (NYSE: [SYF](#)) is a premier consumer financial services company delivering one of the industry's most complete digitally-enabled product suites. Our experience, expertise and scale encompass a broad spectrum of industries including digital, health and wellness, retail, telecommunications, home, auto, outdoor, pet and more. We have an established and diverse group of national and regional retailers, local merchants, manufacturers, buying

groups, industry associations and healthcare service providers, which we refer to as our "partners." We connect our partners and consumers through our dynamic financial ecosystem and provide them with a diverse set of financing solutions and innovative digital capabilities to address their specific needs and deliver seamless, omnichannel experiences. We offer the right financing products to the right customers in their channel of choice. For more information, visit www.synchrony.com.

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