



Peace, Love, Plunge - Polar Plunge to be held February 25th at Lake of the Ozarks

Columbia, MO – Osage Beach Police Department is dispatching a call from hibernation for all Polar Bears! The 17th Annual Polar Plunge and Polar Bear Strut will be held on Feb. 25, 2012. Brave men and women from around Missouri will don costumes and swimwear and take a "polar" dip into the Lake of the Ozarks or enjoy a frigid strut along the hills of the Industrial Park in Osage Beach. Their Reason for Freezin' . . . the athletes of Special Olympics Missouri! All proceeds from the event benefit the organization. This year's goal is 600 Plungers, 200 Strutters and \$200,000.

There is no age limit to participate in the Strut, however the Polar Plunge is open to anyone 10 years or older who is a fan of having a good time for a good cause. The event is hosted by the City of Osage Beach, the Osage Beach Police Department and supported by the Lake of the Ozarks State Park and will take place at the Grand Glaize Beach (Plunge) and City Hall (Strut). The Strut starts at 10:00 am with Registration from 8:00-9:30 am at City Hall. Plunge registration begins at 12 Noon; the Parade of Costumes begins at 2:00 with the Plunge starting at 2:30. No wet suits are allowed and shoes are required.

Each participant is required to raise a minimum \$75 to participate in the Polar Plunge. The Strut minimum is \$50. All participants will receive an official commemorative shirt and admission to the Post Party at TanTarA Resort.

Participants can also receive incentives for reaching fundraising goals at \$300, \$500, \$650, and \$1,000 levels.

The Plunge pre-registration deadline is Feb. 8, 2012. This deadline must be met to receive the requested shirt size on the day of the event. The easiest and most efficient way to register and fundraise is online! Simply go to www.somo.org/lozplunge, sign up, and email your friends and families to support your Plunge. You can mail or deliver pre-registration forms and the minimum contribution to Special Olympics Missouri Plunge or Strut, 903 Old 63 North, Suite A,

Columbia, MO 65201. Paper registration forms are also available at the SOMO Office in Jefferson City and the City of Osage Beach Police Department.

For the third year – Be a Cool School. Schools can compete for our "Cool School" awards by getting a team together. Details can be found at www.somo.org/cool-school. Prizes awarded based on total fundraising by February 18 and include: pizza parties, a bus to take you to and from the plunge, and more. Contact Crystal at chalk@somo.org with questions.

Thanks to our cool Polar Plunge sponsors including: Mid America Wireless, KRCCG, Forever Resorts, Missouri Department of Natural Resources, Mix 92.7, Cool 102.7, Lamar, Lake TV, and TanTarA Resort.

The individual Top Fundraiser will receive a 3-day off-season houseboat vacation donated by Forever Resorts/Lake of the Ozarks State Parks Marina. The Top Fundraising School, Top Fundraising Team, Top Fundraising Law Enforcement Agency and Largest Group will be awarded for Plunge efforts. Strut prize categories include: Top Male and Female Finishers, Top Finishers of each Division, Top Law Enforcement, Top Special Olympics athlete and Top Fundraiser. The participants with the most original costume will be presented with the "golden plunger award" in these four categories: Team, Law Enforcement, Individual and School.

For a complete list of prizes, rules and other event details visit our website. For more information about the Polar Plunge, please contact Crystal Chalk at 573-256-6367, or chalk@somo.org. For Strut information, please contact Diane Brimer at dbrimer@somo.org or visit www.somo.org/strut.

Special Olympics Missouri is a year-round program of sports training and athletic competition for children and adults with intellectual disabilities. More than 15,000 athletes participate in 21 Olympic-type sports throughout the state. Special Olympics provides people with intellectual disabilities continuing opportunities to develop physical fitness, demonstrate courage, and experience joy as they participate in the sharing of gifts and friendship with their fellow athletes, their family and friends, and communities across Missouri.