

## PRESS RELEASE



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### **PLUNGE LIKE THERE'S NO MAÑANA!** **POLAR PLUNGE TO BE HELD FEBRUARY 25 IN Osage Beach!**

(Jefferson City) The Osage Beach Police Department is dispatching a call from hibernation for all Polar Bears! The 22<sup>nd</sup> Annual Polar Plunge and Polar Bear Strut (5K) will be held on Feb. 25, 2017. Brave men and women from around the area will don costumes and swimwear and take "polar" dips into Lake Ozark. Their Reason for Freezin' . . . the athletes of Special Olympics Missouri! All proceeds from the event benefit the organization. This year's goal is 500 Plungers and \$175,000. Organizers across the state hope to break the million-dollar mark this year with 13 events.

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 Parks and will take place at the Grand Glaize Beach (Plunge) and City Hall (Strut). 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 free admission to the Post Plunge Party at Tan-Tar-A Resort. Participants can also receive incentives for reaching fundraising goals: \$300, \$500, \$1,000 and \$2,000 levels.

Do you have a kiddo at home who would love to be a part of the Polar Plunge? Well now they can! This event is open to any child through 9 years of age and will be held Friday, Feb. 24 at 6:30 p.m. at the Lake Ozark State Park, PB #2 Boat ramp. We will have a heated tent with a pool for the kiddos to Plunge in. There is a \$25 registration fee and each "Pee Wee" will receive an official event t-shirt. If your Pee Wee decides to fundraise, and they raise \$100, they will receive a fun Polar Plunge prize as well. If you would like to register your child online, please go to [www.somo.org/plunge](http://www.somo.org/plunge), click on the LOZ link and join the Pee Wee Plunge team. For more info, please contact Crystal at [cschuster@somo.org](mailto:cschuster@somo.org) or 573-635-1660.

The easiest and most efficient way to register and fundraise is online! Simply go to [www.somo.org/plunge](http://www.somo.org/plunge), sign up, and email your friends and families to support your Plunge. You can even set up teams online – so gather your co-workers together and come out as a team and help make this event a huge success! Paper registration forms are also available at the SOMO Office in Jefferson City and Osage Beach Police Department. Mail or deliver pre-registration forms and the minimum contribution to Special Olympics Missouri Plunge or Strut – 1001 Diamond Ridge – Suite 800, Jefferson City, MO 65109.

Polar Plunge prizes will be awarded to the top fundraiser, top fundraising team, top law enforcement fundraiser, and largest group. Strut prize categories include: top male and female finishers, top finisher in each division, top law enforcement, top Special Olympics athlete, and top fundraiser. The participant with the most original costume will be presented with the "golden plunger award" in these four categories: Team, Law Enforcement, Individual and School.

Polar Plunge sponsors include: The Property Shop at the Lake, Missouri Department of Natural Resources, Mix 92.7, Cool 102.7, KS95, Tan-Tar-A Resort, LO Profile, Lamar, and KRCG. For more information about the Polar Plunge, please contact Crystal Schuster, Development Manager, at (573)635-1660 or email [cschuster@somo.org](mailto:cschuster@somo.org)

### **About Special Olympics Missouri**

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.

Special Olympics Missouri is proud of our financial health returning 85 percent of every dollar back to program services. We are privileged to be recognized with these honors: Better Business Bureau A+ Charity Accreditation, Charity Navigator 4-star rating and Guidestar Gold Level. Special Olympics Missouri is proud of our financial health returning 83 percent of every dollar back to program services. We are privileged to be recognized with these honors: Better Business Bureau A+ Charity Accreditation, Charity Navigator 3-star rating and an inductee into the Missouri Sports Hall of Fame &ndash; Class of 2013.

Thank you for trusting us with your donations, volunteer time and your goodwill.

Visit Special Olympics at [www.somo.org](http://www.somo.org). Engage with us on [Twitter @somissouri](https://twitter.com/somissouri); [fb.com/specialolympicsmo](https://fb.com/specialolympicsmo).

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