

THE POLAR CAP

Freezin' For A Reason!

FOR MORE INFORMATION:

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JANUARY 2012



**THE 6th ANNUAL POLAR PLUNGE IS JUST AROUND THE CORNER...
FEBRUARY 4, 2012!**

Plunge Day Schedule

Lake Boutin

Trail of Tears State Park

12 noon

Registration and shirt pickup

2 pm

Plunge begins

Immediately following the Plunge

Post-Plunge Party begins

at Buckner's Brewing Company

SHIRT & PRIZE PICKUP Shirts will be distributed at check in during registration. Pre-Registration will be the Friday before the Plunge at the Osage Centre from 11 AM to 6 PM. Shirts can also be picked up at this time. Top prizes will be awarded at the Post-Plunge Party.

WAIVERS All participants must sign a waiver. If participants are under 18, a parent or guardian must sign the waiver, which can be downloaded from www.somo.org/capeplunge and brought to the event.

CONCESSIONS / MERCHANDISE

Polar Plunge food and concession sales will feature warm food and warm Plunge clothing. MasterCard/Visa will be accepted.

PARTY

Don't miss free food, music and a silent auction immediately following the Plunge!

Peace. Love. Plunge.

Did you know a group of polar bears is called a celebration? How appropriate for the official party of winter! Grab your friends and join the party this February.

We want to thank you for your generosity this past year in donating to the 2011 Southeast Area Polar Plunge. With your help, we raised more than \$50,000 for Special Olympics athletes. The Plunge supports more than 1,000 athletes in the Southeast Area. With your help, we look forward to offering more opportunities to our athletes and bringing even more onto the playing fields!



2012: CHILLY NEW STUFF!

INCENTIVES FOR PLUNGERS

Start working now to achieve one of these fantastic Plunge-branded prizes which are available to ALL plungers!

\$75 minimum - receives commemorative Plunge shirt

\$250 - Beach Bag, Duffel Bag or Beach Towel

\$500 - Fleece Blanket, Sports Hoodie or Zip Sweatshirt OR any of the \$300 level incentives

\$1000 - Columbia Pullover, Soft Shell Jacket or Puffy Vest OR any of the \$500 or \$300 level incentives

\$1500 - Bathrobe, Hooded Jacket or Umbrella OR any of the \$1000, \$500 or \$300 level incentives

ONLINE FUNDRAISING

Online registration is the fastest, easiest way to raise a lot of money. Register online at www.somo.org/capeplunge. Our website allows you to track all donations in one place, send emails and reach more people. You can still bring any additional donations with you to the event.

PRIZE CATEGORIES

In addition to the incentives, prizes will be awarded for the Top Fundraisers, Top Law Enforcement Fundraiser, Top Fundraising Group and Top Fundraising School. (All must be pre-registered.) Golden Plunger Awards for the most creative costumes will also be presented to Top Group and Top Individuals.

EVENT DAY

BRING A TOWEL AND CHANGE OF CLOTHES.

NO WET SUITS ALLOWED.

MINIMUM AGE IS 10.

SHOES AND AT LEAST A BATHING SUIT ARE REQUIRED.

GOING UNDER IS OPTIONAL.



PlungeMO



SOMissouri
#PlungeMO



2012 GOALS

OVERALL

250 Polar Bears
\$50,000 Raised



2011 BRAGGIN' RIGHTS

TOP FUNDRAISER

1st: Chris Adkisson, \$1,160

TOP TEAM FUNDRAISER

College - **SEMO**
School - **Dexter High School**
Law Enforcement - **Cape Girardeau Police Department**

GOLDEN PLUNGER AWARDS-INDIVIDUAL

1st Place - Kevin Orr, Blues Brothers
2nd Place - Nikki Urhahn, Frigid Witch
3rd Place - Greg Gallaher, Bride

GOLDEN PLUNGER AWARDS-GROUP

1st Place - KFVS12, Famous News Anchors
2nd Place - Cape Girardeau PD, Firemen
3rd Place - Vines to Wines, Missouri Grapes

TIPS FOR POLAR BEAR COLLECTIONS:

- Attend our pre-event registration (details on front) to avoid the lines.
- Team Captains can check in at registration for their entire team (excluding minors).
- We prefer checks over cash - made payable to SOMO.
- Utilize the "memo" area of donors' checks for your name to assist us in crediting their donation to you.
- According to IRS regulations, individual donors of \$250 and more will receive a contribution receipt from us. Other requests for receipts can only happen if they write a check and if you indicate that they request a receipt on your form or on the check.

HOW TO RAISE \$500 IN ONE WEEK:

Day One: Register via our online registration site at www.somo.org/capeplunge or request a paper registration form.

Day Two: Email or call friends and family to let them know they can donate over the secure online donation site or by writing a check.

Day Three: Ten of your contacts respond and donate \$25 each = \$250

Day Four: Five more people donate \$20 = \$100

Day Five: Post a note at your office - you're almost there!

Day Six: Ten more people donate \$10 = \$100

Day Seven: Add your own personal donation of \$50 - you're there!

THANK YOU TO THESE HOSTING LAW ENFORCEMENT AGENCIES AND EVENT SPONSORS

Cape Girardeau Police Department
Cape Girardeau Fire Department



Missouri
Department of
Natural Resources



SOUTHEAST MISSOURIAN



1625 North Kingshighway
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Missouri
Special Olympics

