

PRESS RELEASE



FOR IMMEDIATE RELEASE

Jan. 8, 2024

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It's time for the Aloha SOMO Plunge! The official party of winter is Saturday, Feb. 3, 2024

LAKE SAINT LOUIS - The 21st Annual Lake Saint Louis Polar Plunge will take place on Saturday, Feb. 3, 2024. Brave men and women from around the area will don Hawaiian-themed costumes and swimwear and take "polar" dips into Lake St. Louise. Their Reason for Freezin' is the athletes of Special Olympics Missouri (SOMO)! All proceeds from this year's event will benefit training and competition for the thousands of SOMO athletes across the state, including right here in the St. Louis Metro Area.

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 Lake St. Louis, Wentzville, O'Fallon and St. Charles County Police Departments and will take place at Lake St. Louise, 100 Cognac Ct. Lake St. Louis, MO 63367. Day-of registration begins at 10 a.m., and the Plunge starts promptly at noon.

"Diving into the icy thrill of the Polar Plunge is not just a leap into freezing waters, but it's a celebration of courage, community, and the exhilarating anticipation of taking the plunge to new depths," Plunge Coordinator Kellen Wolters said. "I am excited to witness the fearless spirit that transforms a frosty challenge into a heartwarming triumph."

In 2023, Polar Plungers raised more than \$98,000 for SOMO athletes. Each participant must raise a minimum of \$75 to take the Plunge and can earn incentives by reaching fundraising goals. This year's goal is \$90,000, and organizers hope to break the million-dollar mark across the state with more than 10 events.

Costumes are highly encouraged. Awards will be given in the following categories:

- Top Fundraisers
- Top Fundraising Group
- Top Fundraising School

Golden Plunger awards for the most creative costumes will also be presented to the Top Group and Top Individuals.

No wet suits are allowed, and shoes are required.

The easiest and most efficient way to register and fundraise is online. Simply go to our [online fundraising page](#) to sign up. We encourage Plungers to email their friends and families to support their Plunge efforts. Paper registration forms are also available at the SOMO St. Louis Metro Area office. Mail or deliver pre-registration forms and the minimum \$75 contribution to Special Olympics Missouri Plunge, 2945 S. Brentwood Blvd. St. Louis, MO 63144.

Plunging participants will receive an official Polar Plunge commemorative sweatshirt, bragging rights for freezing your fur off, a Plunger meal and free admission to the Pre-Plunge Party at the Lake St. Louis Community Association. The Pre-Plunge Party admission for the general public is \$5 per person. Participants can also receive incentives for reaching fundraising goals: \$250 – Beach Towel, \$500 – Sling Bag, \$1,000 – Stanley Cup and \$2,000 – Touch Screen Glove and all other items.

SOMO is lucky to have a Plunge Ambassador helping with this event. Our Plunge Ambassador for this year's Plunge is Glenn Plank. He is a SOMO athlete, and he has been working for months to help spread awareness of the Plunge!

If you'd like to set up an interview with Glenn or receive any additional information about the Polar Plunge, please contact Kellen Wolters at (314) 961-7755 or email wolters@somo.org.

Thank you so much to our sponsors!

- Our Polar Level sponsors are Lake St. Louis Community Association and Toyota
- Our Tundra Level sponsors are Premiere Rentals and Purpose Wrecker

Special Olympics Missouri

Special Olympics Missouri (SOMO) is a year-round program of sports training and athletic competition for children and adults with intellectual disabilities. Thousands of athletes participate in 16 Olympic-type sports throughout the state. SOMO 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.

SOMO is proud of our financial health, returning 82% of every dollar back to program services. We are privileged to be recognized with these honors: Better Business Bureau A+ Charity Accreditation, Guidestar Gold Level and Charity Navigator 4-star rating. Special Olympics was also recently named Morning Consult's No. 4 most trusted nonprofit.

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

Visit Special Olympics Missouri at www.somo.org. Engage with us on [Twitter](#), [Instagram](#), [Facebook](#), [Tik-Tok](#), [Threads](#), [LinkedIn](#) and [YouTube](#).

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