

MEDIA ALERT



FOR IMMEDIATE RELEASE:
January 27, 2025

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THIS SATURDAY! THE 22nd ANNUAL LAKE ST. LOUIS POLAR PLUNGE, BENFITTING THE ATHLETES OF SPECIAL OLYMPICS MISSOURI

WHERE: Lake St. Louis Community Association

WHEN: February 1st, 2025 12:00 p.m.

Let's get Freezin' for a Reason!

LAKE SAINT LOUIS - The 22nd Annual Polar Plunge will take place on February 1, 2025. Brave men and women from around the area will don costumes and swimwear and take "polar" dips into Lake St. Louis. 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 Lake St. Louis.

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 Lake St. Louis, Wentzville, O'Fallon and St. Charles County Police Departments and will take place at the Lake St. Louis Community Association at 100 Cognac Drive, Lake St. Louis, MO. Day-of registration begins at 10:00 a.m. and the Plunge starts promptly at 12:00 p.m.

"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 2024, Polar Plungers raised over \$126,000 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 \$100,000 and organizers hope to break the million-dollar mark across the state with 10 events.

For more information, please visit PlungeMO.org

Media members are asked to RSVP to Kellen Wolters at wolters@somo.org. Kellen can also help you with finding unique story ideas!

Thank you so much to our sponsors!

- Our Polar Level sponsors are Lake St. Louis Community Association, Toyota, Fox 2/KPLR
- Our Tundra Level sponsors are Premiere Rentals, Purpose Wrecker, Texas Roadhouse, and Superior Transport Services, Inc.

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 83% 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. 5 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 [X](#), [Instagram](#), [Facebook](#), [Tik-Tok](#), [Threads](#), [LinkedIn](#) and [YouTube](#).

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