

# PRESS RELEASE



**FOR IMMEDIATE RELEASE**

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## ***It's time for the Polar Plunge! The official party of winter is Saturday, March 1***

SPRINGFIELD - The 10th Annual Springfield Polar Plunge will take place on Saturday, March 1. Brave men and women from around the area will don costumes and swimwear and take "polar" dips into Ski Shack Cable Park Lake. 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 Southwest 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 Springfield Police Department and Missouri State Highway Patrol Troop D. It will take place at the Ski Shack 5539 S Campbell Ave, Springfield MO 65810. Day-of registration begins at 10:30 a.m., and the Plunge starts promptly at Noon.

"The Polar Plunge is an exhilarating event that not only tests our courage, but it also unites our community," Plunge Coordinator Haley Blevins said. "The Plunge symbolizes our collective commitment to increasing confidence in those with intellectual disabilities across the state."

In 2024, Springfield Polar Plungers raised more than \$64,000 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 \$75,000, and organizers hope to break the million-dollar mark across the state with more than 10 events.

SOMO is also offering a Super Plunge option for its most dedicated participants, beginning the day before the Springfield Polar Plunge. Super Plungers must raise at least \$2,500 for the privilege to Plunge 24 times in 24 hours. The Super Plunge will begin on Friday, February 28th at 11 a.m. at Ski Shack Cable Park Lake.

Costumes are highly encouraged. Awards will be given in the following categories for pre-registered Plungers only:

- Top Fundraisers
- Top Fundraising Group
- Top Fundraising School
- Best Individual Costume
- Best Group Costume

No wet suits are allowed, and shoes are required.

The easiest and most efficient way to register and fundraise is online. Simply go to [PlungeMO.org](https://www.plunge.org) 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 Southwest Area Office. Mail or deliver pre-

registration forms and the minimum \$75 contribution to Special Olympics Missouri Plunge 3524 S National Ave, Springfield MO 65807.

Plunging participants will receive an official Polar Plunge commemorative shirt, bragging rights for freezing your fur off, and a Plunger meal. Participants can also receive incentives for reaching fundraising goals: \$100 – Plunge Lanyard, \$250 – Trucker Hat, \$500 – Heated Vest, \$1,000 – Cooler Backpack, and \$2,000 – Blanket & all other items.

SOMO is lucky to have two Plunge Ambassadors helping with this event. Our Plunge Ambassadors for this year's Plunge are Jody Davis & Sarah Monahan. Both are SOMO athletes and have been working for months to help spread awareness of the Plunge!

If you'd like to set up an interview with any of our Plunge Ambassadors or receive any additional information about the Polar Plunge, please contact Haley Blevins at 636-575-3570 or email [blevins@somo.org](mailto:blevins@somo.org).

Thank you so much to our sponsors!

- Our Polar Level sponsors are Pinegar Honda and Ski Shack
- Our Tundra Level sponsors are Gold Mountain Communications and SRC Holdings Corp.

### **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 13 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](http://www.somo.org). Engage with us on [X](#), [Instagram](#), [Facebook](#), [Tik-Tok](#), [Threads](#), [LinkedIn](#) and [YouTube](#).

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