

MEDIA ALERT



FOR IMMEDIATE RELEASE:
February 17, 2025

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PLEASE JOIN US FOR THE 18th ANNUAL POLAR PLUNGE, BENEFITTING THE ATHLETES OF SPECIAL OLYMPICS MISSOURI

WHERE: Thousand Hills State Park

WHEN: February 22, 1:00pm

Let's get Freezin' for a Reason!

KIRKSVILLE - The 18th Annual Polar Plunge will take place on February 22nd. Brave men and women from around the area will don costumes and swimwear and take "polar" dips into Thousand Hills State Park Beach. 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 Kirksville.

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 Linn County Sheriff's Department and Missouri Department of Resources and will take place at Thousand Hills State Park 20431 MO-157, Kirksville Day-of registration begins at 11:00am and the Plunge starts promptly at 1:00pm.

In 2024, Polar Plungers raised over \$30,000 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 \$32,000 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 Melody Prawitz at (816) 233-6232 or prawitz@somo.org. Melody can also help you with finding unique story ideas!

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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