

MEDIA ALERT



FOR IMMEDIATE RELEASE:
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PLEASE JOIN US FOR THE 30th ANNUAL POLAR PLUNGE and STRUT...also featuring the SUPER PLUNGE, BENFITTING THE ATHLETES OF SPECIAL OLYMPICS MISSOURI

WHERE: Lake of the Ozarks

WHEN: February 22, 2025 (registration opens at 9am / Plunging begins at 2:30pm)

Let's get Freezin' for a Reason!

LAKE OF THE OZARKS - The 30th Annual Polar Plunge will take place on February 22. Brave men and women from around the area will don costumes and swimwear and take "polar" dips into Lake of the Ozarks. 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.

The Polar Plunge is open to anyone 10 years or older who is a fan of having a good time for a good cause, however we do offer a Pee Wee Plunge for kiddo's ages 9 and under. There is no age limit for the Polar Bear Strut. The event is hosted by the Osage Beach Police Department and will take place at the Grand Glaize Beach/Public Beach #2. Day-of registration begins at 9 a.m. and the Plunge starts promptly at 2:30 p.m.

"The Polar Plunge is one of my favorite events because it brings people from all walks of life together, for the same great cause – the SOMO athletes. It's so fun to see the effort that goes into the costumes, and I'm always amazed at how hard everyone works to beat their fundraising totals from the previous year. It's just an overall fun event and it's something that I look forward to every year!", said Crystal Schuster, SOMO staff.

SOMO is also offering a Super Plunge option for its most dedicated participants, beginning the day before the Plunge. Super Plungers must raise at least \$2,500 for the privilege to Plunge 24 times in 24 hours. In 2024, our Super Plungers raised a total of \$171,660. The Super Plunge will begin on Friday, Feb. 21 at 1:30 p.m.

"The Super Plunge is an added bonus to our Plunge weekend," Schuster said. "These individuals endure the cold water 24 times, and the money they raise for our athletes is incredible. The time and effort that they put into their fundraising is amazing, and SOMO is so blessed to have them on our team!"

For those not interested in the cold water, SOMO invites everyone out to the Polar Bear Strut! This 5k is another way to show your bravery in the freezing cold! You can run, walk, roll or strut through the cold winter air. Whatever works!

In 2024, Polar Plungers and Strutters raised over \$277,000 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 \$280,000 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 Crystal Schuster at cschuster@somo.org. Crystal can also help you with finding unique story ideas!

Thank you so much to our sponsors!

- Our Polar Level sponsors are Benne Media, KRCG-TV, MO State Parks, Jolly Rogers and Lamar Advertising
- Our Tundra Level sponsors are LO Profile and Margaritaville Lake Resort

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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