

# MEDIA ALERT



**FOR IMMEDIATE RELEASE:**

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## ***THIS SATURDAY! JOIN US FOR THE 19th ANNUAL POLAR PLUNGE, BENEFITTING THE ATHLETES OF SPECIAL OLYMPICS MISSOURI***

**WHERE: Creve Coeur Park Tremayne Pavilion**

**WHEN: February 15<sup>th</sup>, 2025**

### ***Let's get Freezin' for a Reason!***

MARYLAND HEIGHTS - The 18<sup>th</sup> Annual Polar Plunge will take place on February 15<sup>th</sup>. Brave men and women from around the area will don costumes and swimwear and take "polar" dips into Creve Coeur 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 Maryland Heights.

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 Maryland Heights and Hazelwood Police Departments and will take place at 13725 Marine Ave. Day-of registration begins at 9 am for the Polar Bear Strut and 11 am for the Plunge and the Strut begins at 10 and the Plunge begins at 1 pm.

"I love seeing our St. Louis Metro Area communities come together for this event to support our incredible SOMO athletes," Plunge Coordinator Kellen Wolters said.

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 raised over \$111,000 for SOMO athletes. Each participant must raise a minimum of \$75 to take the Plunge and \$50 to Strut and can earn incentives by reaching fundraising goals. This year's goal is \$100,00 and organizers hope to break the million-dollar mark across the state with 10 events.

For more information, please visit [PlungeMO.org](http://PlungeMO.org)

Media members are asked to RSVP to Kellen Wolters at [wolters@somo.org](mailto: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 Special School District of St. Louis County, Fox2/KPLR
- Our Tundra Level sponsors are Hollywood Casino and Premiere Rentals

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

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