

MEDIA ALERT



FOR IMMEDIATE RELEASE:

February 10, 2025

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PLEASE JOIN US FOR THE 20th ANNUAL POLAR PLUNGE, BENFITTING THE ATHLETES OF SPECIAL OLYMPICS MISSOURI

WHERE: Aquatics Center Parking Lot

WHEN: February 15th, 1:00pm

Let's get Freezin' for a Reason!

ST. JOSEPH – The 20th Annual Polar Plunge will take place on February 15th. Brave men and women from around the area will don Hawaiian-themed costumes and swimwear and take “polar” dips into freezin’ waters at East Hills. 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 St Joseph, MO.

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 Maryville Treatment Center and St Joseph Police Department and will take place at East Hills Shopping Center. Day-of registration begins at 11:00am and the Plunge starts promptly at 1:00pm.

Excited to see some new plungers this year as well as our established ones!

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 \$35,000 and organizers hope to break the million-dollar mark across the state with 10 events.

For more information, please visit PlungeMO.org and choose St. Joseph Plunge.

Media members are asked to RSVP to Melody Prawitz, Development Director at 816-233-6232 or email at prawitz@somo.org. She can also help you with finding unique story ideas!

Thank you so much to our sponsors!

- Our Polar Level sponsors are Sunshine Electronic Sign and Hillyard Chemical Company
- Our Tundra Level sponsors are KQTV2

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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