

MEDIA ALERT



FOR IMMEDIATE RELEASE:
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PLEASE JOIN US FOR THE 18th ANNUAL POLAR PLUNGE, BENFITTING THE ATHLETES OF SPECIAL OLYMPICS MISSOURI

WHERE: Finger Lakes State Park

WHEN: March 8th, 2025. Registration opens at 10 am

Let's get Freezin' for a Reason!

COLUMBIA - The 18th Annual Polar Plunge will take place on March 8, 2025. Brave men and women from around the area will don costumes and swimwear and take "polar" dips at Finger Lakes State Park. 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 Columbia.

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 State Highway Patrol Troop F and will take place at Finger Lakes State Park at 1505 E Peabody Rd, Columbia, MO 65202. Day-of registration begins at 10 a.m., and the Plunge starts promptly at noon.

"The Polar Plunge is an incredible opportunity to show support for Special Olympics. This fundraiser supports athletes throughout the year and gives them an opportunity to participate without worrying about fees. The energy at this event is the best part. You would never think that jumping into freezing cold water would make everyone so happy!" said Alex Jones, Development Director

In 2024, Polar Plungers raised over \$60,000 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 \$70,000 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 Alex Jones at ajones@somo.org. Alex can also help you with finding unique story ideas!

Thank you so much to our sponsors!

Our Polar Level Sponsors

- KOMU, Clear 99, Columbia Missourian

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. Engage with us on [X](#), [Instagram](#), [Facebook](#), [Tik-Tok](#), [Threads](#), [LinkedIn](#) and [YouTube](#).

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