

NEWS RELEASE

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Unlock Your Curiosity at the 9th Annual Polar Plunge

*Hawai'i supporters can plunge into the upside down to support
Special Olympics Hawai'i athletes on April 14*

HONOLULU – Special Olympics Hawai'i is putting its supporters on ice with the return of the nonprofit's popular Polar Plunge. This year's event returns Saturday, April 14, 2018, at 9 a.m. with plunges taking place every hour until 1 p.m. at the lawn of Waterfront Plaza fronting Ala Moana Boulevard. This year's theme is inspired by the popular Netflix TV series, "Stranger Things," encouraging supporters to channel their inner Eleven and face the mighty Demogorgon, a 95 foot long, 36 foot high inflatable slide, and plunge into the Upside Down World of ice cold water.

All participants are asked to raise a minimum of \$100 for Special Olympics Hawai'i. Passionate plungers, who raise \$500 or more, will receive mahalo gifts and can plunge up to six times. There will be a reduced fundraising goal of \$50 for students of all ages, elementary through college. Registration is now open online at www.sohawaii.org.

"The Polar Plunge is a fun and easy way for our local businesses, service clubs, sports teams and families to give back," said Tracey Bender, Special Olympics Hawai'i director of development. "Even though the plunge will be ice cold, we want all of our plungers to leave with a warm heart knowing that their participation helps to bring sports and wellness programs into the lives of children and adults with intellectual disabilities."

To receive VIP treatment, special prizes, and meals throughout the day, participants can register as a "Super Plunger." With a fundraising goal of \$1,000 or more, Super Plungers take the plunge for a total of 12 times in six hours.

Polar Plunges are regularly held across the Northeastern and Midwestern states, where participants jump into frozen lakes or ponds to help raise funds for nonprofits. Since 2008 Special Olympics Hawai'i's Polar Plunge has helped raise \$443,289 for local athletes.

Special Olympics Hawai'i provides year-round sports programs for athletes free of charge. Since 1968 Special Olympics has been changing attitudes about the talents of people with intellectual disabilities. Starting this July, we are celebrating 50 years of creating a more inclusive, welcoming world for all. Stay tuned for more 50th Anniversary event information and details.

For more information on Special Olympics Hawai'i's Polar Plunge or to sign up, please contact (808) 695-3533 or visit www.sohawaii.org. Also, follow Special Olympics Hawai'i on Twitter at www.twitter.com/sohawaii, on Facebook at www.facebook.com/SpecialOlympicsHawaii, and on Instagram at www.instagram.com/sohawaii.

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About Special Olympics Hawai'i

Special Olympics unleashes the human spirit through the transformative power and joy of sports every day in Hawai'i. Through work in sports, health education and community building, Special Olympics is addressing inactivity, injustice, intolerance and social isolation by encouraging and empowering people with intellectual disabilities which leads to a more welcoming and inclusive society.

Founded in 1968 by Eunice Kennedy Shriver, Special Olympics Hawai'i has grown from a handful of athletes to more than 4,700 participants across the state. With the support of more than 11,500 coaches and volunteers, Special Olympics is able to deliver 10 Olympic-type sports and more than 45 competitions throughout the year. There is never a fee for any athlete or family to participate in Special Olympics programs. For more information on Special Olympics Hawai'i, please visit www.sohawaii.org.