



NEWS RELEASE

For Immediate Release

February 13, 2020

Media Contact:

Crystal Yamasaki

(808) 389-2890

crystalclearcomms@gmail.com

11th Annual Polar Plunge for Special Olympics Hawaii Provides a COOL Way to Give Back

The chilling event returns, challenging participants to take the plunge to support Special Olympics Hawaii athletes

Special Olympics Hawaii Polar Plunge Photos: <http://bit.ly/2NOxDVI>

Photo Credit: Special Olympics Hawaii

HONOLULU - In its eleventh year, the Polar Plunge returns for another cool and thrilling day of fun to raise awareness and funds for Special Olympics Hawaii. The action is set for Saturday, April 18, 2020, and challenges participants to plunge down a 95-foot long, 36-foot high inflatable slide into a pool of ice-cold water, on the lawn of Waterfront Plaza fronting Ala Moana Blvd. The event begins at 9 a.m. with plunging every hour until noon. Registration is now open online at www.sohawaii.org.

“Although the Polar Plunge is ice cold, it warms our hearts knowing that we have such a strong community that supports this event year after year,” said Tracey Bender, Special Olympics Hawaii director of development. “We’re grateful for all of our participants that go above and beyond to help bring sports and wellness programs into the lives of children and adults with intellectual disabilities.”

The annual event is open to individuals, families, community groups, sports teams, student groups and anyone else who wants to take the plunge to support Special Olympics Hawaii athletes. All plungers are asked to raise a minimum \$100 donation for Special Olympics Hawaii. Passionate plungers, who raise \$500 or more, will receive special mahalo gifts and can plunge up to six times. There is a reduced fundraising goal of \$50 for students of all ages, elementary through college.

Those looking to up their chill factor can become Super Plungers and plunge 12 times in six hours in an above ground pool of ice water. Super Plungers are asked to reach a fundraising goal of \$1,000 or more and will receive complimentary breakfast, lunch, refreshments, parking, mahalo gifts and more.

Polar Plunges are regularly held across the Northeastern and Midwestern states where participants jump into frozen lakes or ponds to help raise funds for local nonprofits. Since 2010, Special Olympics Hawaii's annual Polar Plunge has helped raise \$527,684.

Special Olympics Hawaii is thankful to its partners statewide whose support is key to making year-round sports, inclusion and health opportunities for individuals with intellectual disabilities a reality. A special mahalo to this year's Polar Plunge sponsors Hawaiian Telcom, a Silver Medal sponsor, as well as Honolulu Star-Advertiser and Aloha Air Cargo who are providing Bronze Medal support.

Special Olympics Hawaii provides year-round sports programs and training for athletes with intellectual disabilities, free of charge. Since 1968 Special Olympics has been changing attitudes about the talents of people with intellectual disabilities and raising awareness to build an inclusive and unified community.

For more information on Special Olympics, please visit www.sohawaii.org. You can also follow Special Olympics Hawaii on Twitter, www.twitter.com/sohawaii, on Facebook at www.facebook.com/SpecialOlympicsHawaii, and on Instagram at www.instagram.com/SOHawaii.

About Special Olympics Hawaii

Special Olympics is a global inclusion movement using sport, health, education, and leadership programs every day around the world to end discrimination against and empower people with intellectual disabilities. [Founded in 1968](#), Special Olympics Hawaii has grown to serve more than 5,196 athletes and Unified partners on every island in our state. With the support of more than 10,800 coaches and volunteers, Special Olympics delivers [10 Olympic-type sports](#) and over 50 games and competitions throughout the year. Special Olympics is supported by individuals, foundations and corporate partners.

There is never a fee to any athlete or family to participate in Special Olympics programs. Engage with us on: [Facebook](#), [Twitter](#), and [Instagram](#). Learn more at www.SOHawaii.org.

###