



Special Olympics Washington Hosts the Polar Plunge Challenge

Washington's coolest winter tradition goes virtual; brings supporters together to "sign up, splash and share" in support of Special Olympics athletes across the state

January 28, 2021– SEATTLE – The annual Special Olympics Washington Polar Plunge brings supporters from all over the state together to get cold for a cause. Since participants aren't able to plunge together in person this year, the new [Polar Plunge Challenge](#) will carry on this Washington state tradition in a safe and fun way!

The Polar Plunge Challenge will be hosted as an interactive social media event in support of more than 19,500 Special Olympics Washington athletes. Plungers can sign up at [PolarPlungeWA.com](#) and begin raising donations from friends, family, and colleagues. Registrants can then engage in a series of fun activities on TikTok and Instagram to build support for their commitment to take the "Polar Plunge." As they reach fundraising benchmarks, they'll earn incentives like a Plunge Kit that includes fun props to make their videos as memorable as possible.

Participants are encouraged to plunge in creative ways: from wearing a costume to filling a bathtub with ice cubes. Once they've captured their perfect plunge on video, participants can upload them during Plunge Week (February 22-26) and share their plunges online with #PolarPlungeChallenge to qualify for contests and prizes. The top fundraising individual and top fundraising team will each win a trip for two to the 2022 Special Olympics USA Games in Florida, complete with airfare, hotel, Disney Park passes, and more.

"We are delighted and especially thankful to see the level of excitement that the community has shown for the Polar Plunge Challenge," said David Wu, president and CEO of Special Olympics Washington. "Although we can't splash together in person this year, the interactive social media challenge is a fresh approach that allows us to carry on the community-focused Polar Plunge tradition in these uniquely challenging times. We can't wait to see the creativity that everyone brings to this digital challenge!"

Now through February, the community can donate on behalf of Polar Plunge Challenge competitors through their fundraising profile pages and cheer them on by following along on Special Olympics Washington's [TikTok](#) and [Instagram](#) accounts.

The Polar Plunge Challenge is supported by Kaiser Permanente, the Official Health Partner of Special Olympics Washington; KING 5; and the Law Enforcement Torch Run Campaign for Special Olympics Washington.

For more information on the 2021 Polar Plunge Challenge and to register, please go to [PolarPlungeWA.com](#).



[PolarPlungeWA.com](#)

Special Olympics Washington
2815 Second Avenue, Suite 370, Seattle, WA 98121
(206) 362-4949





About Special Olympics Washington

Special Olympics Washington provides year-round sports training and athletic competition in a variety of Olympic-type sports for more than 19,500 children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in the sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community. For more information, please visit [SpecialOlympicsWashington.org](https://www.SpecialOlympicsWashington.org).

###

Media Contacts

Jaymelina Esmele, Special Olympics Washington
jesmele@sowa.org - (206) 578-3339

Katharine Kemp, 1205 Marketing
katharine@1205marketing.com



PolarPlungeWA.com

Special Olympics Washington
2815 Second Avenue, Suite 370, Seattle, WA 98121
(206) 362-4949

