



1969 - 2019

Polar Plunge

Annual Fundraising Event



Special Olympics
Indiana



SIGNATURE STATEWIDE FUNDRAISER HELD IN FEBRUARY & MARCH

Special Olympics Indiana's signature fundraiser, the Polar Plunge is a series of exhilarating events held each winter where individuals and teams brave the elements by taking an icy dip to demonstrate their commitment to the cause. In the 20 years since the first Polar Plunge was held in Indianapolis, the Plunge has grown to as many as 18 separate events held across the state each winter — now drawing more than 3,000 participants and raising nearly \$1 million annually.



"You are the stars and the world is watching you. By your presence, you send a message to every city, every village, every nation. A message of hope, a message of victory."

Eunice Kennedy Shriver*1987 International Games, South Bend, Indiana*