



Pueblo County Sheriff's Office

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News Release

For Immediate Release
Contact: Gayle Perez 719 924 5471
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Sheriff's Office to Host Annual Polar Plunge to Benefit Special Olympics

Pueblo, CO: It's that time of year to feel the chill and get Freezin for a Reason at the 5th Annual Pueblo County Polar Plunge for Special Olympics.

The Pueblo County Sheriff's Office is seeking teams of brave individuals who are willing to take on the chilly challenge to take a dip in the freezing water of Lake Pueblo for the annual event that benefits Special Olympics athletes. The frigid fundraiser is scheduled for 10 a.m. February 22 at the South Shore Marina of Lake Pueblo. Registration begins at 8:30 a.m.

The event, which is organized by the Pueblo County Sheriff's Office, involves teams of individuals who take on the challenge of jumping into the frigid lake to raise money for Special Olympics. Participating team members raise money through donations and pledges, which allows them to make the icy plunge.

"I'm taking the plunge again," said Pueblo County Sheriff Kirk M. Taylor, who will be making his fifth plunge into Lake Pueblo for the annual event. "I challenge other First Responders in Pueblo and our neighboring counties to form a team and take the plunge with us. This is a fun event that benefits a great cause."

Since 2016, when the Sheriff's Office brought the Polar Plunge to Southern Colorado, the event has raised more than \$85,000 for Special Olympics. Last year, the Pueblo County Polar Plunge raised \$15,000. Organizers are hoping to exceed that amount this year.

Registration is now open for teams and can be done on the Pueblo Polar Plunge website at <https://www.classy.org/event/2020-pueblo-polar-plunge-presented-by-westerra-credit-union/e254430>. A fundraising minimum of \$75 (\$50 for students/athletes) is required for participation. Those who aren't brave enough or who can't take the plunge are encouraged to sponsor a plunger. Monetary donations can also be made on the website. All donations are tax deductible.

The Special Olympics program is the largest sports organization in the world serving more than 4.2 million people with intellectual disabilities worldwide. Using sports as a catalyst, the non-profit program helps enhance the growth for all people who participate.

For more information about the Polar Plunge, contact Captain Dawn Ballas at (719) 583-4948.

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