

# 2026 POLAR PLUNGE UNIFIED CHAMPION SCHOOLS

The concept is simple: the Polar Plunge for Special Olympics Wisconsin rallies communities around inclusion while participating in a unique and wildly fun fundraiser. School-based student groups, clubs, teams, and staff can register, fundraise to help support classmates and community members with intellectual disabilities, and earn awesome incentives simply by plunging into freezing cold water. Truly Freezin' for a Reason!

**REGISTER TODAY! IT'S EASY—AND IMPACTFUL**

## STEP 1:

### Find your Plunge

Select from five locations across the state, plus an Alternative do-it-yourself option.

## STEP 2:

### Register Online

Complete your registration. Select the Team option, designate either K/12, then select either UCS or Non-UCS.

## STEP 3:

### Recruit your Plunge Squad

The larger your team, the more impact you'll make—and the more financial support your school program will receive.

## STEP 4:

### Raise those Funds!

Your support via Polar Plunge helps enrich the lives of your family, friends, and community members with intellectual disabilities through Special Olympics Wisconsin programming. It's impactful—and important!

## UNIFIED CHAMPION SCHOOLS REBATE OFFER

In 2026, designated SOWI Unified Champion Schools programs can receive a **25% REBATE** on funds raised through the fundraising platform. All other school teams and programs will be eligible for the UCS Rebate if it becomes a registered Unified Champion School before **March 22, 2026**.

## DATES & LOCATIONS NOT IDEAL? GET CREATIVE!

Looking for a whole school engagement opportunity? Host an Alternative Plunge whenever and however you like! School Pep Rally, Penny Wars, Ice Bucket Dumps on your favorite teachers—creativity is key! And don't forget to share your Plunge with us on social media.

*Note: Please be safe with your Alternative Plunge! The traditional Polar Plunge event is safe in large part because we have a professional dive team and emergency responders on site. SOWI is not responsible for any injuries that occur with the Alternative Plunge. For any plunge, all participants must complete the official registration and waiver process.*

For more info about UCS and how your school can get involved with Polar Plunge, contact:  
**Jason Blank, Vice President of Sports & Programs ([jblank@specialolympicswisconsin.org](mailto:jblank@specialolympicswisconsin.org))**

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