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Polar Plunge

**BUSINESS NEWS** 

Pioneer Presents A \$20,500 Donation To Special Olympics New York At Lake George Polar Plunge

O DECEMBER 16, 2024



Pioneer employees raised \$20,500 and joined the Lake George Polar Plunge to support inclusive sports for athletes with intellectual disabilities. Courtesy Pioneer

Led by a hearty group of employees. Pioneer made a major splash when the Polar Plunge to benefit Special Olympics New York (SONY) was held at Shepard Beach Park in Lake George on Saturday, November 23.

Representatives of Pioneer presented a ceremonial check for \$20,500 to Special Olympics New York to support its important work in providing inclusive opportunities for people with intellectual disabilities to experience the thrill of competing in authentic sports. Following the check presentation, 20 Pioneer employees joined participants in making the plunge into Lake George.

"We take seriously our responsibility to invest in improving lives throughout the Capital Region," said Tom Amell, president and CEO of Pioneer. "The impactful work of Special Olympics New York, providing athletes with opportunities to grow, thrive, and reach their potential, was a natural fit for the Pioneer. Charitable Foundation to support. I'm especially proud to witness the selflessness and generosity shown by Pioneer employees in caring for their neighbors, and humbled to be part of a team that is positively impacting the communities we serve."

Pioneer's donation includes a \$15,000 sponsorship commitment to support SONY's Unified Sports Program, which combines individuals with and without intellectual disabilities on teams for training and competition. The funds help to ensure athletes won't need to pay for their own equipment, such as jerseys, and subsidizes the cost of rental space to hold games.

It also includes a \$1,500 sponsorship for the Polar Plunge event, and participating Pioneer employees contributed more than \$2,500 in individual fundraising to support the cause.

This donation is aligned with the Pioneer Charitable Foundation's mission of "Helping Kids be Kids." Since its formation in 2018, the foundation has provided \$1.6 million to more than 400 local non-profits that serve vulnerable children, from housing, nutrition and health care assistance to educational, social and recreational programs. In addition, Pioneer employees have contributed over 16,000 hours in local volunteer service.

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