**Affinity Plus Federal Credit Union**

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**Affinity Plus Supports Novel “Plunge” Approach;**

**Raises $120K for Special Olympics Minnesota in 2021**

**ST. PAUL, MINN. (May 21, 2021) –** Not even a pandemic could stop Special Olympics Minnesota’s Polar Plunge. Affinity Plus Federal Credit Union is proud to announce that the company and its employees directly raised more than $40,000 for this year’s Polar Plunge, spurring an additional $80,000 raised by plungers. More than 127 Plungers from 19 teams across the state of Minnesota took to the water, or participated virtually.

In addition to funds raised by employees, Affinity Plus also made a $50 donation to Plungers from the from across the state who registered between April 1 and April 16, 2021, in an effort to incent more people throughout Minnesota to get involved. The $50 donation served to “kick start” their fundraising efforts and make participation as easy as possible. In total, more than 500 people signed up and took advantage of the kick start donation and plunged either virtually or in person. Those plungers went on to collectively raise an additional $80,000 for the cause.

The Polar Plunge is the biggest fundraiser of the year for Special Olympics Minnesota. The money raised helps support training, programming and services for more than 8,100 athletes from across the state. Special Olympics Minnesota’s mission is for people with intellectual disabilities to transform themselves, their communities, and the world through athletic, health and leadership programs.

“We are proud to once again partner with Special Olympics Minnesota for the Polar Plunge. It’s incredible to see Affinity Plus employees, members, and our community come together for such a wonderful and worthwhile cause,” said Dave Larson, President and CEO of Affinity Plus. “I am blown away by the support and willingness to give, especially given the pandemic. Whether people plunged virtually or in-person, it makes a difference. We believe everyone deserves kindness and a sense of belonging, which is why we love partnering with our friends at Special Olympics Minnesota.”

Larson serves on the Board of Directors for Special Olympics Minnesota.

 “We are so fortunate to have such incredible support from Affinity Plus Federal Credit Union,” said Bill Fish, Executive Vice President of Development & Partnerships, Special Olympics Minnesota. “During these challenging times, the organization has found new and profound ways to support the Special Olympics Minnesota movement. Year after year their employees and families go above and beyond in making a difference in the lives of our athletes.”

Affinity Plus has been Plunging for more than 10 years. In 2020, Affinity Plus had 106 Plungers and raised over $40,000 for the organization.

To learn more about what Affinity Plus does for the communities it serves, please visit: <https://www.affinityplus.org/personal/impact>

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**About Affinity Plus Federal Credit Union**

*Based in St. Paul, Minn., Affinity Plus Federal Credit Union is a not-for-profit, financial cooperative that puts people first above profits. Members of Affinity Plus receive maximum value through competitive rates, minimal fees, and unique, member-centric products and programs. Established in 1930, Affinity Plus has 28 branches located throughout Minnesota and is owned by more than 218,000 members. Affinity Plus has over $3 billion in assets. Additional information is available at www.affinityplus.org or by calling (800) 322-7228.*