



PRODUCT PRESS RELEASE

## Pandemic Derail Your Plans for the Polar Plunge Fundraiser? Then Call in the Fire Department, Stertil-Koni Says

*For Immediate Release*

**STEVENSVILLE, MD, February 23, 2021** – When the COVID-19 pandemic threatened to disrupt The Maryland State Police Polar Plunge fundraiser recently, a beloved annual tradition enjoyed by Stertil-Koni employees and friends, the company knew exactly who to call – their local fire department.

In a normal year, the Polar Plunge hosts hundreds of corporate teams, schools, and individual plungers, all diving into the frigid Chesapeake Bay in late January to raise funds for the Special Olympics of Maryland.

But this has been anything but a normal year.

In an effort to encourage social distancing this year, the Polar Plunge cancelled its beachside party atmosphere and encouraged participants to find creative ways to “plunge” -- from homes or offices.



*Stertil-Koni team “plunges” for the Maryland Special Olympics*

Talk about creative, enter heavy duty vehicle lift leader Stertil-Koni, which prides itself at being a terrific problem-solver for a North American customer base that includes some of the largest transit agencies, trucking firms, airlines, pupil transportation providers, municipalities and even the U.S. Military.

It's a chilling thought, but this plucky team of 18 plungers wasn't about to let the "new normal" dampen their spirits—or their fund-raising.

And that's why Kevin Hymers, Director of Operations at Stertil-Koni, and CPO (Chief Plunging Officer!), enlisted the help of the [Kent Island Volunteer Fire Department](#). The



KIVFD was more than happy to help, arriving at the Stertil-Koni headquarters with a ladder truck, a tanker truck, and a crew of firefighters eagerly awaiting the opportunity to douse the team. As the wind whipped up late on a

Friday afternoon while the temperatures dipped, the Stertil-Koni team ran through the water raining down from above. They laughed with glee, or so it seemed.

As Hymers noted, "Our group loves to go 'freezing for a reason.' A big thanks to the Kent Island Volunteer Fire Department which not only made it possible, they helped keep our Stertil-Koni tradition alive and well."

To learn more about the Maryland State Police Polar Plunge and its cause, the Special Olympics of Maryland, visit: <https://plungemd.com/>.

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#### **About Stertil-Koni**

*Stertil-Koni – proud to be a Buy America company -- is the market leader in heavy duty vehicle lifts, notably [bus lifts](#) and [truck lifts](#), and proudly serves municipalities, state agencies, school bus fleets, major corporations, the U.S. Military and more. Stertil-Koni is distinguished by its extensive distributor network across the U.S. and Canada – delivering world-class engineering combined with dedicated local expertise. The breadth of Stertil-Koni's products meets all ranges of lifting needs and includes [portable lifts](#) such as [Mobile Column Lifts](#), 2-post, 4-post, [inground piston lifts](#), [platform lifts](#), and its axle-engaging, inground, scissor lift configuration, ECOLIFT. The company's innovative, inground telescopic piston DIAMONDLIFT is available with an optional Continuous Recess system, ideal for low clearance vehicles. Stertil-Koni USA is headquartered in Stevensville, Maryland with production facilities in Europe, The Netherlands, and in Streator, IL.*

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