

PRESS RELEASE

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SOUTH DAKOTA CATTLEMEN'S FOUNDATION REVEALED SIX-FIGURE PLEDGE DONATION & DETAILS OF COUNTRY MUSIC CONCERT IN JUNE 2015

Proceeds from the South Dakota Cattlemen's Prime Time Gala Concert to benefit Feeding South Dakota

Sioux Falls, South Dakota – February 10, 2015. This morning, the South Dakota Cattlemen's Foundation revealed details of the 2nd Annual Prime Time Gala & Concert, an upscale banquet and entertainment event that raises funds to fight hunger in South Dakota.

"We are thrilled to announce that country music artist Billy Currington will headline the Prime Time Gala & Concert with special guest, Tyler Farr on June 27, 2015 at the Sioux Falls Arena," said Ryan Eichler, President of the South Dakota Cattlemen's Foundation. "Proceeds from the concert will directly benefit Feeding South Dakota to assist their efforts in providing more protein to food insecure families in our state." In addition to the proceeds from the concert, funds raised from auction portion at the Prime Time Gala will also benefit Feeding South Dakota.

The South Dakota Cattlemen's Foundation joined forces with Feeding South Dakota in May 2013 to create a signature event, Prime Time Gala & Concert that raises critical funds for their mission by providing more beef to food insecure families throughout the state. In June 2014, at the first annual Prime Time Gala, the organization raised \$115,831 for Feeding South Dakota. This year, the organization has pledged a donation goal of raising \$125,000 for Feeding South Dakota.

While protein is a critical part of any meal, it has made up less than 5% of the 12.5 million pounds of food that Feeding South Dakota distributes on an annual basis. According to the 2014 Hunger Study, 73% of the children, adults, and seniors served through Feeding South Dakota and their partner feeding programs, reported purchasing inexpensive, unhealthy foods to meet their hunger needs due to the high cost of healthier foods. Due to the additional risk factors associated with poverty, food insecure and low-income individuals and families are especially vulnerable to obesity.

Since the South Dakota Cattlemen's Foundation made their first gift in July 2014, over 68,100 pounds of beef has been provided to those recipients of Feeding South Dakota. This equates to about 56,802 meals. Because of the resources and relationships that Feeding South Dakota has throughout the state, the original donation can be much more impactful and help more individuals, families and children. There still remains over \$54,000 of the original donation to be allocated towards the cause.

"Approximately one-third of the kids in South Dakota fall into the unhealthy weight for both boys and girls," noted Holly Swee, Director of Nutrition and Consumer Information of the South Dakota Beef Industry Council. High quality protein, like beef, plays an important role in overall health, including weight control, by increasing satiety and helping to build and maintain muscle mass. Because protein

is one of the most satiating nutrients, eating a protein-rich meal or snack can help adults and children feel full longer to help reduce snacking on empty calories.

“As cattle producers, we take pride in raising the highest quality, nutrient-rich beef from birth to the finished product and we want all South Dakotans to have access to the protein that we all need in our diets,” said Todd Wilkinson, cattle feeder from De Smet, South Dakota and President of the South Dakota Cattlemen’s Association.

“There are four and a half times as many cattle as there are people in South Dakota. If we, as producers and the livestock industry, can’t work together with Feeding South Dakota to provide more nutrition to hungry people in our state, then we’re missing the mark. This is our way to make a difference and to step up to the plate,” said Wilkinson.

Tickets for the Billy Currington and Tyler Farr concert go on sale Friday, February 13, 2015 at the Keloland Box Office, online at www.ticketmaster.com, and all Ticketmaster locations. Ticket prices range from \$25 to \$55 for the concert only.

Individuals are also invited to attend the entire Prime Time Gala event, which includes an upscale dinner and guest speaker. Tickets for the Prime Time Gala, which includes the dinner and reserved seating at the Billy Currington and Tyler Far concert, are \$125 per person or \$1,000 for a table of eight.

For more information, visit www.sdprimetimegala.com or follow the Facebook page for timely updates.

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