

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Addie Graham-Kramer
The Event Company
605.366.7022
Addie@TheEventCompanySD.com



MARTINA MCBRIDE TO HEADLINE SOUTH DAKOTA CATTLEMEN'S FOUNDATION PRIME TIME GALA IN JUNE AT DENNY SANFORD PREMIER CENTER

Tickets go on-sale this Friday to the public.

Sioux Falls, South Dakota – February 14, 2017. This morning at the Denny Sanford PREMIER Center, the South Dakota Cattlemen's Foundation (SDCF) revealed details of the Fourth Annual Prime Time Gala, an upscale banquet and country music concert that raises funds to fight hunger in South Dakota through Feeding South Dakota.

During the press conference, Ryan Eichler, President of the South Dakota Cattlemen's Foundation, exclaimed that, "It's such an honor to announce that country music sensation, Martina McBride, will headline the Prime Time Gala on June 17, 2017 at the Denny Sanford PREMIER Center."

Martina McBride is a multiple Grammy© nominated country singer, whose incomparable vocals have kept her at the top of the charts garnering six #1 hits and 20 top 10 singles. Selling more than 18 million albums to date, Martina has earned 14 Gold, nine Platinum, three Double Platinum and two Triple Platinum certifications. 2017 marks a milestone in Martina's illustrious career – it is her 25th year of touring. She can currently be found touring North America on the LOVE UNLEASHED TOUR with special guest, Lauren Alaina.

Opening for Martina McBride is award-winning, Scotty McCreery. McCreery burst onto the national music scene in 2011 at age 17, quickly establishing himself as one of country music's hottest new stars. Now in his early twenties, the talented singer/songwriter has album sales approaching 3 million, and received both Platinum and Gold album certifications, debuted three consecutive albums at No. 1 on a Billboard chart, and achieved one Gold and three Platinum-certified singles as well as two Top Ten hits.

A second opener for the concert will be up-and-coming country music artist, Carly Pearce. Pearce has shared the stage with artists such as Hunter Hayes, Florida Georgia Line and Gary Allan. She also become one of CMT's "Next Women of Country" for 2016.

Tickets for the Martina McBride, Scotty McCreery and Carly Pearce concert go on sale to the public this Friday, February 17, 2017 at 10:00AM at the KELOLAND Box Office, online at www.ticketmaster.com, and all Ticketmaster locations. Ticket prices range from \$29 to \$69 for the concert only.

A portion of the proceeds from the concert, as well as the auction and truck raffle at the Prime Time Gala, will directly benefit Feeding South Dakota to assist their efforts in providing more protein to food insecure families in our state. Since hosting the first Prime Time Gala & Concert in June 2014, the organization has raised over \$501,000 for Feeding South Dakota and this has helped to purchase over 361,804 pounds (or 164 metric ton) of beef. This year, the organization has pledged a donation goal of raising \$150,000 to provide more beef to food insecure families throughout the state.

Funds also raised at the event have been earmarked for the SDCF scholarship program that was established in 2016. They recognize that the future of the beef industry lies in the youth who have a sincere interest in the industry. Scholarships of \$4,000, \$3,000, \$2,000 and \$1,000 will be awarded to four students from South Dakota enrolled in any post-secondary institution in South Dakota. Applications must be received by April 1, 2017.

For more information about the Prime Time Gala & Concert or scholarship program, visit www.SDPrimeTimeGala.com or follow the Facebook page for timely updates.

###

About Martina McBride

Martina McBride has been honored with more than 15 major music awards, including four wins from the Country Music Association and three Academy of Country Music Awards for *Female Vocalist of the Year*. When Martina isn't in the studio, she focuses her time on charitable causes dear to her heart. Through her *Team Music Is Love* charity initiative, Martina partners with non-profit causes to help many of the towns she's performing in. Martina also invites fans to join her team in making the world a better place through the power of music. Since 2011, *Team Music Is Love* has been responsible for many successful fundraising and volunteer projects helping causes such as hunger relief, cancer research, combating domestic violence and helping children in need.

About Scotty McCreery

After winning Season Ten of "American Idol" and capturing the hearts of millions of television viewers both nationwide and overseas, Scotty McCreery released his debut album, which was the best-selling solo album released by a country artist in 2011. Indeed, he became the youngest man and first country music artist in history to have his first album debut atop the all-genre Billboard Top 200 albums chart. McCreery has toured with Brad Paisley and Rascal Flatts, headlined his own tours, earned industry and fan accolades, and was named "Best American Idol" by the readers of The Los Angeles Times and "Country Music's Sexiest Man" by the readers of NASH Country Weekly Magazine. He has amassed more than three million followers on Facebook and Twitter, and received more than 150 million YouTube views. And with the release of his first book *Go Big or Go Home: The Journey Toward the Dream* in 2016, he can also add the title of author to his resume.

About Carly Pearce

Born in the bluegrass state of Kentucky, Carly Pearce was destined for country music stardom. She fronted a touring bluegrass band at the tender age of 11, later leaving her high school and moving to Pigeon Forge to perform at "Dollywood" at the age of 16. Since moving to Nashville in 2009, Carly has shared the stage with artists such as Hunter Hayes, Florida Georgia Line and Gary Allan, toured with "Pretty Little Liars" star Lucy Hale as her backup singer, been a regular artist at the legendary "Bluebird Cafe" and made her Grand Ole Opry debut recently.

About the South Dakota Cattlemen's Foundation

The South Dakota Cattlemen's Foundation joined forces with Feeding South Dakota in May 2013 to create their signature event, Prime Time Gala & Concert. The goal of this event is to not only raise critical funds for Feeding South Dakota's mission by providing more beef to food insecure families throughout the state but to also support the long-term viability of the beef industry by promoting the nutritional benefits of beef consumption and value of modern production.

About Feeding South Dakota

Feeding South Dakota is a hunger relief organization that is fighting daily to eliminate hunger throughout the state. Of the 13.5 million pounds of food that Feeding South Dakota distributes on an annual basis, only about 5.8% of that is protein. 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.