

PRESS RELEASE

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CUSTOM DESIGNED LIVESTOCK TRAILER BUILT FOR SOUTH DAKOTA CATTLEMEN'S PRIME TIME GALA

Trailer to be auctioned off during gala with proceeds to benefit Feeding South Dakota

Pierre, South Dakota – April 17, 2015. Featured during the auction at the South Dakota Cattlemen's Foundation's Prime Time Gala on June 27, 2015 will be a custom designed trailer from Eby. With 100% of the auction proceeds being donated to Feeding South Dakota, the trailer, valued at \$40,000, will be auctioned off to raise funds to enable Feeding South Dakota to bring more nutritious beef to the tables of families in need.

"All of us at Eby are delighted to be working alongside the South Dakota Cattleman's Foundation and the Prime Time Gala to support Feeding South Dakota," says Travis Eby, President, M.H. Eby, Inc. "Our trailer donation is aimed at raising enough money to afford extensive purchases of locally-produced animal protein to nourish South Dakotans in need. We are thrilled with the support we have received for our business in South Dakota and honored to have this opportunity to give back in this special way."

The donated trailer is Eby's legendary, top-of-the-line, Ruff Neck model. Known throughout the industry as the preferred trailer for custom haulers and serious showmen, this trailer also includes Eby's popular "Final Drive" Package. This 30' x 8' model features upgraded lighting, polished stainless steel front end, rolling adjustable gates with pass-thru doors and other equipment. Of particular interest is the 52" wide side ramp which is quite useful for loading show equipment but also wide enough to load 4-wheel ATVs. The trailer will also feature one-of-a-kind graphics to memorialize the Prime Time Gala and the special cause that the buyer of this unique trailer has supported. Trade in's will be considered on the trailer upon evaluation by an Eby company sales representative. For more details on the many features of this special trailer, contact Eby's, Worthing, S.D. office at 605-854-5836.

Only attendees at the Prime Time Gala will have the opportunity to bid on the trailer during the auction at the event. Tickets to the gala can be purchased by calling Ryan Eichler, President of the South Dakota Cattlemen's Foundation at 605.690.2783. The price of each ticket also includes VIP admission to the Billy Currington and Tyler Farr concert following the gala. For more details about the Prime Time Gala on June 27, 2015 at the Sioux Falls Convention Center, visit www.SDPrimeTimeGala.com.

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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. In 2015, the organization has pledged a donation goal of raising \$125,000 for Feeding South Dakota.