

PRESS RELEASE

FOR IMMEDIATE RELEASE

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



TOBY KEITH TO HEADLINE SOUTH DAKOTA CATTLEMEN'S FOUNDATION PRIME TIME GALA & CONCERT IN JUNE 2016 AT DENNY SANFORD PREMIER CENTER

Tickets go on-sale this Friday to the public

Sioux Falls, South Dakota – December 15, 2015. This morning, the South Dakota Cattlemen's Foundation revealed details of the 3rd Annual Prime Time Gala & Concert, an upscale banquet and concert that raises funds to fight hunger in South Dakota.

"We are beyond excited to announce that superstar Toby Keith will headline the Prime Time Gala & Concert on June 25, 2016 at the Denny Sanford PREMIER Center," said Ryan Eichler, President of the South Dakota Cattlemen's Foundation (SDCF).

From his first number one smash "Should've Been A Cowboy" to his new album "35 MPH Town", Toby Keith has been one of the most consistent self-directed hit makers of his era. Toby's albums have sold more than 40 million copies, ranking him among the top-selling all-genre artists on Billboard's Top 200 Artists of the Decade. Keith is also Billboard's No. 1 Country Artist of the Decade and No. 1 Country Songwriter of the Decade. At the core of Toby's unparalleled success is his songwriting, which has powered an astounding succession of hit songs to the tune of more than 87 million BMI performances on commercial radio stations worldwide.

Opening for Toby Keith at the event will be special guests, The Swon Brothers. Zach and Colton Swon were recently finalists on NBC's "The Voice" on Team Blake. Prior to their "Voice" experience however, The Swon Brothers spent years performing and recording music on their own label which have been well-received among their ever-growing fan base. These hardworking Oklahoma boys grew up right down the street from American Idol- champ-turned-country-superstar Carrie Underwood, and the three shared a stage many times together throughout their childhood years.

Tickets for the Toby Keith and The Swon Brothers concert go on sale to the public this Friday, December 18, 2015 at 10:00AM the KELOLAND Box Office, online at www.ticketmaster.com, and all Ticketmaster locations. Ticket prices range from \$20 to \$69 for the concert only.

A portion of the proceeds from the concert, as well as the auction and 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 \$289,000 for Feeding South Dakota. 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 a new scholarship program that SDCF has established. They recognize that the future of the beef industry lies in the youth who have a sincere interest in the industry. Scholarships of \$4000, \$3000, \$2000, \$1000 will be awarded to four students from South Dakota enrolled in any post-secondary institution in South Dakota.

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

###

About Toby Keith

This summer Toby was inducted into the Songwriters Hall Of Fame in New York City, and he has been honored by the Nashville Songwriters Association International with its Songwriter/Artist of the Decade distinction, is a three-time BMI Country Songwriter/Artist of the Year and was named the American Country Awards' Artist of the Decade. His tours, including 2014's Shut Up And Hold On Tour, long sponsored by Ford Trucks, have drawn more than one million fans each year for the last decade. This year's Good Times & Pick Up Lines Tour presented by Ford F-Series kicked off on May and continues through the rest of this year.

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 to support the long-term viability of the beef industry by promoting the nutritional benefits of beef consumption and value of modern production.

The new scholarship program that SDCF has formed aims to identify and reward students who are interested in the improvement of beef production and promotion. Four students will be awarded and all awards will be paid directly to the institution the student is enrolled. Applications must be received by April 1st, 2016. Recipients will be announced at the 2016 Prime Time Gala. For more details about the scholarship program and eligibility requirements, visit www.SDPrimeTimeGala.com or email Tyler Melroe at Tyler.Melroe@HubbardFeeds.com.

About Feeding South Dakota

Feeding South Dakota is a hunger relief organization that is fighting daily to eliminate hunger throughout the state. Of the 12.3 million pounds of food that Feeding South Dakota distributes on an annual basis, only about 5% 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.