

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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**** PRESS CONFERENCE MEDIA ADVISORY ****

SOUTH DAKOTA CATTLEMEN'S FOUNDATION TO REVEAL SIX-FIGURE PLEDGE DONATION & ANNOUNCEMENT OF A COUNTRY MUSIC ARTIST THAT WILL HEADLINE THE EVENT

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

WHO: Along with the South Dakota Cattlemen's Foundation and Feeding South Dakota, the following individuals invite and welcome the media, board members and community leaders:

- South Dakota Cattlemen's Foundation: Ryan Eichler, President
- Feeding South Dakota: Matt Gassen, Executive Director
- Sioux Falls Convention & Visitors Bureau: Teri Schmidt, Executive Director
- South Dakota Cattlemen's Association: Todd Wilkinson, Past President

WHAT: A press conference to publicly announce a six-figure pledge donation to Feeding South Dakota as well as an announcement of a country music concert that will be hosted at the Denny Sanford PREMIER Center in June.

WHERE: Denny Sanford PREMIER Center | 1201 N. West Avenue | Sioux Falls, South Dakota

WHEN: Tuesday, February 14, 2017 | 10:30AM

BACKGROUND: 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. Since hosting the first event in June 2014, the organization has raised over \$501,000 for Feeding South Dakota. These funds have been used to purchase over 302,000 pounds of beef for families, seniors and individuals across the state.

While protein is a critical part of any meal, only about 5.8% of the 13.5 million pounds of food that Feeding South Dakota distributes on an annual basis is protein. Over 190,000 people receive food through Feeding South Dakota programs every year. According to the 2014 Hunger Study, 73% of 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. 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.

The South Dakota Cattlemen's Foundation will host its fourth annual Prime Time Gala on Saturday, June 17, 2017 at the Sioux Falls Convention Center with a country music concert to follow at the Denny Sanford PREMIER Center. Funds raised at both events will help put more beef into the diets of those that are served by Feeding South Dakota.

For more information about the Prime Time Gala, please visit <http://www.SDPrimeTimeGala.com>.

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