

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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**** INVITATION FOR MEDIA TO ATTEND ****

PRIME TIME GALA & CONCERT FEATURES COUNTRY MUSIC SUPERSTARS THIS SATURDAY

Six-figure check presentation to benefit Feeding South Dakota will take place during concert.

WHO: The South Dakota Cattlemen's Foundation and Feeding South Dakota invite the media to attend the fifth annual gala, concert and check presentation that will take place during the concert.

WHAT: The fifth annual Prime Time Gala will take place this Saturday, June 23, 2018. During the country music concert, with headliner Justin Moore, a six-figure donation will be presented on stage to Feeding South Dakota to provide additional protein for those throughout the state that are food insecure. Media are invited to attend this check presentation on-stage.

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

WHEN: Saturday, June 23, 2018
4:00PM – 5:30PM – Guest Check-in & Social
5:30PM – 7:30PM – Prime Time Gala
7:30PM – 9:00PM – Diamond Rio & Tracy Lawrence
9:00PM – 9:05PM – Check Presentation to Feeding South Dakota (approx.)
9:05PM – Justin Moore

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. 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. Since hosting the first Prime Time Gala & Concert in June 2014, the organization has raised over \$737,508 for Feeding South Dakota.

Funds raised at the event have helped to purchase and distribute over 543,624 pounds of beef for those that need it the most across South Dakota. These donations have been distributed to all 66 counties in the state.

While protein is a critical part of any meal, only about 7.4% of the 13.5 million pounds of food that Feeding South Dakota distributes on an annual basis is protein. 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.

PHOTO PASSES: A limited number of media photo passes for the concert are available. For your media photo pass, please contact Addie Graham-Kramer at 605.366.7022 by Wednesday, June 20, 2018 at 12:00PM.

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

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