

PRESS RELEASE

FOR IMMEDIATE RELEASE

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



PRIME TIME GALA PRESENTS CHECK TO FEEDING SOUTH DAKOTA FOR \$228,602

Total donations from South Dakota Cattlemen's Foundation tops \$966,110 since 2014.

Sioux Falls, South Dakota (June 26, 2018) —The South Dakota Cattlemen's Foundation presented a check for \$228,602 to Feeding South Dakota on Saturday night during the Prime Time Gala & Concert at the Denny Sanford PREMIER Center. This amount exceeded their original pledge amount of \$150,000. Over 1,600 guests attended the fifth annual gala that also included a silent and live auction as well as a raffle of a 2018 Chevrolet Silverado 2500 Duramax from Billion Chevrolet. During the gala, a total of \$15,000 in scholarships was awarded to five students attending South Dakota schools interested in the improvement of beef production and promotion to aid in their education. After the gala concluded, the night was highlighted with a country music concert at the Denny Sanford PREMIER Center with Diamond Rio, Tracy Lawrence and headliner, Justin Moore.

"On behalf of the South Dakota Cattlemen's Foundation, I'd like to thank all of our sponsors, gala attendees and concert ticket buyers for helping to make the fifth annual Prime Time Gala a huge success," exclaimed Ryan Eichler, President of the South Dakota Cattlemen's Foundation. "The generosity of everyone in attendance is extraordinary, and as a result, more people in need will get access to the most powerful protein on earth; beef."

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

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. Annually, Feeding South Dakota provides 11.3 million meals to hungry individuals across the state.

"The South Dakota Cattlemen's Foundation is thrilled to continue host such a fun event that supports a greater mission, to provide beef that need it the most throughout South Dakota," states Allie Jensen, South Dakota Cattlemen's Foundation Executive Director. For more information about the 2019 Prime Time Gala that will be held on June 22, 2019, be sure to visit the event website soon at <http://www.SDPrimeTimeGala.com>.

###

About the South Dakota Cattlemen's Foundation

The South Dakota Cattlemen's Foundation (SDCF) joined forces with Feeding South Dakota in May 2013 to create their signature event, Prime Time Gala. 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. Since hosting the first Prime Time Gala & Concert in June 2014, the organization has raised over \$966,110 for Feeding South Dakota.

For the third year, funds raised at the Prime Time Gala also support their scholarship program that aims to identify and reward students who are interested in the improvement of beef production and promotion. Scholarships of \$5,000, \$4,000, \$3,000, \$2,000 and \$1,000 are awarded annually to five students from South Dakota enrolled in any post-secondary institution in South Dakota. All awards are paid directly to the institution the student is enrolled. Application deadline for the following academic year will be April 1, 2019. Recipients will be announced at the 2019 Prime Time Gala. For more details about the scholarship program and all eligibility requirements, interested parties should visit www.SDPrimeTimeGala.com or email Tyler Melroe at Tyler.Melroe@HubbardFeeds.com.