



FOR IMMEDIATE RELEASE

Contact: Allie Jensen

Email: ajensen@sd cattlemensfoundation.com

Phone: (651)283-2891

****CALL FOR APPLICANTS****

**SOUTH DAKOTA CATTLEMEN'S FOUNDATION
ACCEPTING APPLICATIONS FOR SCHOLARSHIP PROGRAM**

WHAT: In 2016, a scholarship program was established by the South Dakota Cattlemen's Foundation. The South Dakota Cattlemen's Foundation was formed to support the long-term viability of the South Dakota beef industry by promoting the nutritional benefits of beef consumption and value of modern production. This scholarship 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 will be awarded to five students from South Dakota enrolled in any post-secondary institution in South Dakota.

WHO: Members of the South Dakota Cattlemen's Foundation invite students throughout South Dakota to apply for their scholarship program.

WHERE: The online scholarship application can be found at sd cattlemensfoundation.com/scholarship

WHEN: Deadline to apply is Friday, February 15, 2020 at 11:59PM CT.

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. Funds also raised from the Prime Time Gala & Concert support the scholarship program that provides \$15,000 in funding to students throughout South Dakota.

Since hosting the first event in June 2014, the South Dakota Cattlemen's Foundation has raised over \$1,229,360 for Feeding South Dakota.

The South Dakota Cattlemen's Foundation will host its seventh annual Prime Time Gala & Concert on Saturday, June 27, 2020 at the Sioux Falls Convention Center with a country music concert to follow at the Denny Sanford PREMIER Center.

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Scholarship Awards:

1. Enrolled in a post-secondary institution in South Dakota.
2. Student must be a resident of the state of South Dakota.
3. Submission of resume.
4. Completion of a 500-800 word essay on the topic: What challenges currently exist in marketing fed cattle today and what solutions would increase the value of fed cattle?
5. A list of four (4) references, complete with first name, last name, relationship to reference, phone number and email address of each reference.
6. A letter of reference from one (1) of the above references describing your involvement in the South Dakota beef industry.
7. Past scholarship award recipients are not eligible.

Scholarship winners will be determined by a committee from the South Dakota Cattlemen's Foundation and industry personnel based on excellence demonstrated in the above criteria. Finalists will be announced prior, with the recipients being announced at the 2020 Prime Time Gala that will be held on June 27, 2020 at the Sioux Falls Convention Center in Sioux Falls, South Dakota.

Scholarship application can be found at sdcattlemensfoundation.com/scholarship