

# MEDIA ADVISORY

FOR IMMEDIATE RELEASE

**Contact:** Addie Graham-Kramer  
The Event Company  
605.366.7022  
[Addie@TheEventCompanySD.com](mailto:Addie@TheEventCompanySD.com)



## SOUTH DAKOTA CATTLEMEN'S FOUNDATION ANNOUNCES WINNERS OF 2017 SCHOLARSHIP PROGRAM

**Sioux Falls, South Dakota – May 11, 2017.** Members of the South Dakota Cattlemen's Foundation recently invited students throughout South Dakota to apply for their scholarship program that they launched in 2016.

This scholarship program was established by the South Dakota Cattlemen's Foundation to identify and reward youth who have demonstrated a sincere interest in the growth of the beef industry in South Dakota. Funds raised at the Fourth Annual Prime Time Gala & Concert will fund these scholarships.

After the review applications, the following individuals were selected as recipients of scholarships and are listed in alphabetical order:

Shane Mueller - Garretson, SD  
Kaley Nolz – Mitchell, SD  
Justin Ringkob – Lake City, SD  
Ellen Schlechter – Orient, SD

These individuals were selected based on their active participation and interest in the development of their communities and the South Dakota beef industry. All are also currently enrolled in a post-secondary institution in South Dakota. Scholarships of \$4,000, \$3,000, \$2,000, \$1,000 will be awarded to these four students and the amounts will be announced the evening of the Prime Time Gala.

**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 scholarship program that provides \$10,000 in funding to students throughout South Dakota.

Since hosting the first Prime Time Gala & Concert in June 2014, the organization has raised over \$501,000 for Feeding South Dakota. These funds have helped to purchase over 375,502 pounds of beef.

The South Dakota Cattlemen's Foundation will host its fourth annual Prime Time Gala & Concert on Saturday, June 17, 2017 at the Sioux Falls Convention Center with a country music concert featuring Martina McBride, Scotty McCreery and Carly Pearce to follow at the Denny Sanford PREMIER Center.

For more information about the Prime Time Gala & Concert, visit [www.SDPrimeTimeGala.com](http://www.SDPrimeTimeGala.com).

###