

MEDIA ADVISORY

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SOUTH DAKOTA CATTLEMEN'S FOUNDATION ANNOUNCES WINNERS OF NEW SCHOLARSHIP PROGRAM

Sioux Falls, South Dakota – May 24, 2016. Members of the South Dakota Cattlemen's Foundation recently invited students throughout South Dakota to apply for their new scholarship program.

This new scholarship program has been established by the South Dakota Cattlemen's Foundation to recognize that the future of the beef industry lies in the hands of youth who have a sincere interest in the industry. Funds raised at the Prime Time Gala & Concert will help to fund these scholarships.

After review of 40 applications, the following individuals were selected as recipients of scholarships and listed in alphabetical order:

Brianna Buseman – Canistota, SD
Kiera Leddy – Stockholm, SD
Jonathan Linke – Woonsocket, SD
Abby Repenning – Mitchell, 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 \$4000, \$3000, \$2000, \$1000 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. Now, in its inaugural year, funds also raised from the Prime Time Gala & Concert will support a new scholarship program that will provide \$10,000 in funding to students throughout South Dakota.

Since hosting the first event in June 2014, the South Dakota Cattlemen's Foundation has raised over \$289,000 for Feeding South Dakota.

The South Dakota Cattlemen's Foundation will host its third annual Prime Time Gala & Concert on Saturday, June 25, 2016 at the Sioux Falls Convention Center with a country music concert featuring Toby Keith, The Swon Brothers and Chase Bryant to follow at the Denny Sanford PREMIER Center.

For more information about the Prime Time Gala & Concert, visit www.SDPrimeTimeGala.com.

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