

PRESS RELEASE

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PRIME TIME GALA PRESENTS CHECK TO FEEDING SOUTH DAKOTA FOR \$285,109

Total donations from South Dakota Cattlemen's Foundation tops \$1.5 million in seven years

Sioux Falls, South Dakota (June 29, 2020) — On Saturday night during the Virtual Prime Time Gala, the South Dakota Cattlemen's Foundation presented their largest donation to-date to Feeding South Dakota in the amount of \$285,109. This is a combined total that included \$150,000 donated just weeks ago on May 4.

"We are so incredibly grateful to the South Dakota Cattlemen's Foundation for their hard work and dedication to continue to raise critical funds to provide beef protein to feed South Dakotans in need, especially during this pandemic," exclaimed Matt Gassen, CEO of Feeding South Dakota.

While guests of the Prime Time Gala joined in virtually on Facebook this year because of COVID-19, event sponsors, industry partners, individual donors and countless volunteers came together to support those throughout our state that need it the most. Of the 12.8 million pounds of food that Feeding South Dakota distributes on an annual basis to all 66 counties in our state, only about 10% of that 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.

Throughout the event and in the week leading up to the event, guests were able to bid on auction items virtually. One of those auction items was an original bronze sculpture by Benjamin Victor that sold for \$26,000 to Werning Cattle RJ Cattle and Double Bar D Farms. The sculpture is a replica of the purebred Simmental "Bankroll" bull. Also, the Billion Chevrolet of Sioux Falls truck raffle drawing was also held later in the evening. Exactly 1,000 tickets were sold this year for a chance to win a 2020 Chevrolet Silverado 2500 Duramax Crew Cab 4WD LT. The lucky winner of the truck was Sean Wadman of Amery, Wisconsin.

During the Virtual Prime Time Gala, a total of \$15,000 in scholarships were awarded to five students attending South Dakota schools interested in the improvement of beef production and promotion to aid in their education. This year's scholarship winners included:

- \$1,000 - Tate Risse, Martin, South Dakota
- \$2,000 - Makayla Nelson, Volga, South Dakota
- \$3,000 - Justice Jessop, Presho, South Dakota
- \$4,000 - Elle Moon, Creighton, South Dakota
- \$5,000 - Brianna Beckler, Harrold, South Dakota

That night, the Fed Cattle Challenge winners were also announced. The goal of this program is to help develop the next generation of feed yard owners and managers in our state. The Fed Cattle Challenge provided an opportunity for youth, ages 14 to 18, to learn about the science and economics of finishing cattle by participating in a cattle finishing program. Those youth that were awarded included:

- \$500 - Peter Rausch, Hoven, South Dakota
- \$1,000 - Logan Schlim, Carthage, South Dakota
- \$1,500 - Brady Larson, Letcher, South Dakota

One organization that has been instrumental in the Fed Cattle Challenge and supportive of the South Dakota Cattlemen's Foundation's efforts was also awarded The Branding Iron Award on Saturday evening. For the last three years, this award has been given to an individual or organization that embodies the mission of the South Dakota Cattlemen's Foundation to educate and build trust with the state's consumers, ensuring the industry's long-term viability of the beef industry. The Branding Iron Award was presented to Terry Heine of Winner Circle Feedyard.

“The South Dakota Cattlemen’s Foundation is humbled by the generosity and support of the beef industry and associated businesses in our state,” shared Ryan Eichler, President of the South Dakota Cattlemen’s Foundation. “During what could be considered the toughest time in a generation, individuals and businesses donated more resources to bring protein to families across our state who simply can’t afford it. Our organization exists to facilitate this generosity and we’re so proud of the people we represent. These funds will not only secure much-needed beef for Feeding South Dakota’s programs, but will also provide educational opportunities for our industry’s future leaders. We are overwhelmed with the success of this year’s Virtual Prime Time gala and can’t wait to see everyone in-person at next year’s event.”

For more information about the 8th Annual Prime Time Gala + Concert featuring Little Big Town that will be held on Saturday, June 19, 2021 and for additional details about the South Dakota Cattlemen’s Foundation, visit <http://SDCattlemensFoundation.com>.

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About the South Dakota Cattlemen’s Foundation

The South Dakota Cattlemen’s Foundation joined forces with Feeding South Dakota in May 2013 to create their signature event, Prime Time Gala + Concert. 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 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 \$1,514,469 for Feeding South Dakota.