

PRESS RELEASE

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PRIME TIME GALA PRESENTS CHECK TO FEEDING SOUTH DAKOTA FOR \$316,016

Total donations from South Dakota Cattlemen's Foundation exceeds \$2M in nine years

Sioux Falls, South Dakota (June 21, 2022) — On Saturday night during the Prime Time Gala, the South Dakota Cattlemen's Foundation presented a donation to Feeding South Dakota, on-stage at the Denny Sanford PREMIER Center, in the amount of \$316,016. This makes the overall donation to Feeding South Dakota \$2,084,312 in the last nine years.

Of the 17.7 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. Prior to Saturday night's donation, funds raised at the Prime Time Gala have helped to purchase and distribute over 1,222,933 pounds of beef for those that need it the most across South Dakota.

During the 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 – Everett Paul – Faith, South Dakota
- \$2,000 – Destrie Morris – St. Lawrence, South Dakota
- \$3,000 – Mitchell VanderWal – Mellette, South Dakota
- \$4,000 – Matea Gordon – Sturgis, South Dakota
- \$5,000 – Brandon Volmer– Winner, South Dakota

Also on Saturday 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 – Korbin Leddy – Stockholm, South Dakota
- \$1,000 – Paige Endorf– Canova, South Dakota
- \$1,500 – Henry Wright – Brandon, South Dakota

Before dinner guests departed the Hank Williams Jr. concert featuring Riley Green, the gala concluded with Billion Chevrolet of Sioux Falls truck raffle drawing. Exactly 1,000 tickets were sold this year for a chance to win a 2022 Chevrolet Silverado 2500 Duramax Crew Cab 4WD LT. The lucky winner of the truck is Deb Corkill of Tea, South Dakota.

"The South Dakota Cattlemen's Foundation is inspired and humbled by the results of the 2022 Prime Time Gala," exclaimed Ryan Eichler, President of the South Dakota Cattlemen's Foundation. "The outpouring of generosity, coupled with a high energy atmosphere, made the event unforgettable. The beef industry in South Dakota continues to show tremendous support for the Prime Time Gala and supports the mission of Feeding South Dakota. As we look to the tenth annual event next June, we're excited to partner with industry stakeholders and sponsors to continue delivering beef to those in need throughout South Dakota."

For more information about the 10th Annual Prime Time Gala + Concert that will be held on Saturday, June 24, 2023 at the Sioux Falls Convention Center and Denny Sanford PREMIER Center and for additional details about the South Dakota Cattlemen's Foundation, visit <http://sdcattlemensfoundation.com>.

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