



FOR IMMEDIATE RELEASE

December 21, 2023

Ariana Mount
Communications Manager, The Event Company
Ariana@TheEventCompanySD.com
Phone: 605.351.0746

Applications Now Open for the South Dakota Cattlemen's Foundation Scholarship Program

SIOUX FALLS, S.D. – Members of the South Dakota Cattlemen's Foundation invite students enrolled in any post-secondary institution in South Dakota to apply for their scholarship program. The scholarship application is open now and closes Sunday, March 17, 2024 at 11:59PM CT. Students can apply by visiting SDCFScholarships.com.

During the 11th Annual Prime Time Gala, set for June 22, 2024, scholarships of \$5,000, \$4,000, \$3,000, \$2,000, and \$1,000 will be awarded to five students.

"Over the last eight years since launching the scholarship program and awarding 38 students a total of \$110,000 dollars, what we are most proud of is watching our winners become leaders in our industry," said Tyler Melroe, South Dakota Cattlemen's Foundation Scholarship Chair. "From academics to ranchers, these young people are making an impact!"

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 the value of modern production. This scholarship aims to identify and reward students who are interested in the improvement of beef production and promotion.

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 Prime Time Gala + Concert in June 2014, the organization has raised over \$2,416,422 for Feeding South Dakota.

The South Dakota Cattlemen's Foundation will host the 11th Annual Prime Time Gala + Concert on Saturday, June 22, 2024, at the Sioux Falls Convention Center with a concert headlined by Parker McCollum to follow at the Denny Sanford PREMIER Center.

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