

PRESS RELEASE

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JUSTIN MOORE TO HEADLINE SOUTH DAKOTA CATTLEMEN'S FOUNDATION PRIME TIME GALA IN JUNE AT DENNY SANFORD PREMIER CENTER

Tickets go on-sale this Friday to the public.

Sioux Falls, South Dakota – April 30, 2018. Last Friday night, at the Denny Sanford PREMIER Center, the South Dakota Cattlemen's Foundation revealed details of the Fifth Annual Prime Time Gala, an upscale banquet and country music concert that raises funds to fight hunger in South Dakota through Feeding South Dakota.

During the announcement on-stage at the Brad Paisley concert, Ryan Eichler, President of the South Dakota Cattlemen's Foundation, exclaimed that guests should, "Come out that night, grab a ticket and support a great cause and the work of Feeding South Dakota." Eichler also shared with concert-goers that Justin Moore will headline the Prime Time Gala on June 23, 2018 at the Denny Sanford PREMIER Center.

Arkansas native, Justin Moore, spent three years putting together his fourth studio album, *Kinda Don't Care*. The project is chock-full of new music and earned the singer his third consecutive No. 1 album debut. The platinum-selling entertainer kickstarted the album with his sixth chart-topping single "You Look Like I Need A Drink" and follow-up #1 single "Somebody Else Will." The Valory Music Co. recording artist has earned multiple ACM, ACA and ACC Awards nominations, tallied millions of track sales as well as placed seven singles in the Top 10 at Country radio. A known road warrior, Moore has shared the stage with Hank Williams Jr., Brad Paisley, Miranda Lambert and Brantley Gilbert and is currently on his headlining *Hell On A Highway Tour*.

Also featured that night and joining Justin Moore on-stage is Tracy Lawrence and Diamond Rio. By nearly every metric, Tracy Lawrence is a mega-watt success story. Thirteen million albums sold. A collection of No. 1 singles. Twenty-two songs on the *Billboard* Top 10 charts. A slew of CMA and ACM awards. Even a Grammy nomination. Formed in 1989 in Nashville, Tennessee, Diamond Rio is known for playing every note on every album and has sold more than 10 million albums, won a Grammy Award, a Dove Award, six Vocal Group of the Year wins (CMA and ACM), released two Greatest Hit albums, a live and Christmas project, earned five multi-week no. 1 singles, 22 Top 10 singles, three certified Platinum and five gold albums, released an autobiography – and with zero band member changes.

Tickets for the concert go on sale to the public this Friday, May 4, 2018 at 10:00AM at the KELOLAND Box Office, online at www.ticketmaster.com, and all Ticketmaster locations. Ticket prices range from \$29.50 to \$69.50 for the concert only.

A portion of the proceeds from the concert, as well as the auction and truck raffle at the Prime Time Gala, will directly benefit Feeding South Dakota to assist their efforts in providing more protein to food insecure families in our state. Since hosting the first event in June 2014, the South Dakota Cattlemen's Foundation has raised over \$737,508 for Feeding South Dakota. This amount has allowed Feeding South Dakota to purchase and distribute 543,624 pounds of beef. This year, the organization has pledged a donation goal of raising \$150,000 to provide more beef to food insecure families throughout the state.

Funds also raised at the event have been earmarked for the South Dakota Cattlemen's Foundation scholarship program that was established in 2016. They recognize that the future of the beef industry lies in the youth who have a sincere interest in the industry. Scholarships of \$5,000, \$4,000, \$3,000, \$2,000 and \$1,000 will be awarded to five students from South Dakota enrolled in any post-secondary institution in South Dakota that night at the Prime Time Gala.

For more information about the Prime Time Gala & Concert, scholarship program or the support that the South Dakota Cattlemen's Foundation has provided to Feeding South Dakota, visit www.SDPrimeTimeGala.com or follow the Facebook page for timely updates.

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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 to also support the long-term viability of the beef industry by promoting the nutritional benefits of beef consumption and value of modern production.

About Feeding South Dakota

Feeding South Dakota is a hunger relief organization that is fighting daily to eliminate hunger throughout out the state. Of the 13.5 million pounds of food that Feeding South Dakota distributes on an annual basis, only about 7.4% of that is protein. According to the 2014 Hunger Study, 73% of the children, adults, and seniors served through Feeding South Dakota and their partner feeding programs, reported purchasing inexpensive, unhealthy foods to meet their hunger needs due to the high cost of healthier foods. Due to the additional risk factors associated with poverty, food insecure and low-income individuals and families are especially vulnerable to obesity.