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# PRESS RELEASE

## October is time to think pink

Swiftel Center kicks off annual Tough Enough to Wear Pink campaign starting October 3



The 2016 Tough Enough to Wear Pink campaign kicks off its 11th year on Monday, October 3. T-shirts will be available for purchase starting at 9:00 a.m.

Brookings, S.D.  
(9/28/2016) – The Swiftel Center’s annual Tough Enough to Wear Pink campaign kicks off its 11th year on Monday, October 3. T-shirts will be available for purchase starting at 9:00 a.m. Proceeds from t-shirt sales will be donated to the Brookings Health System Foundation to support local cancer patients.

The 2016 design features grunge, white “Tough Enough” lettering accompanied by hot pink, cursive “Pink” lettering on a black shirt.

T-shirts will be available for purchase at the Swiftel Center Box Office, Monday through Friday 9:00 a.m. to 4:00 p.m. Other purchasing locations include Avera Medical Group Brookings clinic, South Dakota State University Wellness Center and Brookings Health System’s hospital. T-shirts are \$10.00 (\$12.00 for 2XL or 3XL). Adult and youth sizing available. Group sales and company orders can be sent to Molly Nagelhout at the Swiftel Center by telephone 605-692-7539 or via email [mnagelhout@swiftelcenter.com](mailto:mnagelhout@swiftelcenter.com).

This October, the Brookings community is once again challenged to think pink. Businesses are asked to designate one day a week as “Think Pink” day on which employees can wear the Tough Enough to Wear Pink t-shirts. Participating businesses can submit photos of their “Think Pink” employees to the

Swiftel Center via email to [swiftelcenter@swiftelcenter.com](mailto:swiftelcenter@swiftelcenter.com). Photos will be shared on Swiftel Center's social networks.

Funds raised by the 2016 Tough Enough to Wear Pink campaign will be used locally to promote cancer screening benefits, such as regular mammograms. Funds will also help provide specialized cancer education and training to local cancer care teams at Avera Medical Group Brookings clinic and Brookings Health System. Lastly, campaign funds will be used to provide financial assistance to patients in need. Available funds can be applied to the cost of breast biopsies, ultrasounds, chemo infusions, lymphedema therapy, mastectomies and reconstruction performed at Brookings Health System; or post-mastectomy products from Brookings Health System-Avera Home Medical Equipment store.

More than \$46,000 has been raised to-date through the annual Tough Enough to Wear Pink campaign. The Swiftel Center works with Brookings Health System Foundation to effectively distribute funds. Thanks to community support, the Tough Enough to Wear Pink campaign has assisted many cancer patients in Brookings County with 100% of proceeds staying local.

Purchase a 2016 Tough Enough to Wear Pink t-shirt and receive a \$2.00 discount off a Friday night ticket to the Brookings First Chance Bonanza PRCA Rodeo. Discount available on advance ticket sales only. The First Chance Bonanza PRCA Rodeo will be held Friday, November 4 and Saturday, November 5 at the Swiftel Center. For more information, please visit [www.swiftelcenter.com](http://www.swiftelcenter.com), call (605) 692-7539 or follow us at [www.facebook.com/swiftelcenter](http://www.facebook.com/swiftelcenter).

### **About the Swiftel Center**

The Swiftel Center is a gathering place for cultural, recreational and educational events. With a 30,000 square foot arena, state-of-the-art banquet rooms, conference rooms and in-house catering, the Swiftel Center is an international award-winning venue of excellence and one of South Dakota's premiere event centers.

### **About VenuWorks**

VenuWorks provides customized management and consulting solutions for arenas, stadiums, theatres and convention centers throughout the country with services that include operations, catering, and concessions along with the booking and marketing of sports and entertainment events.