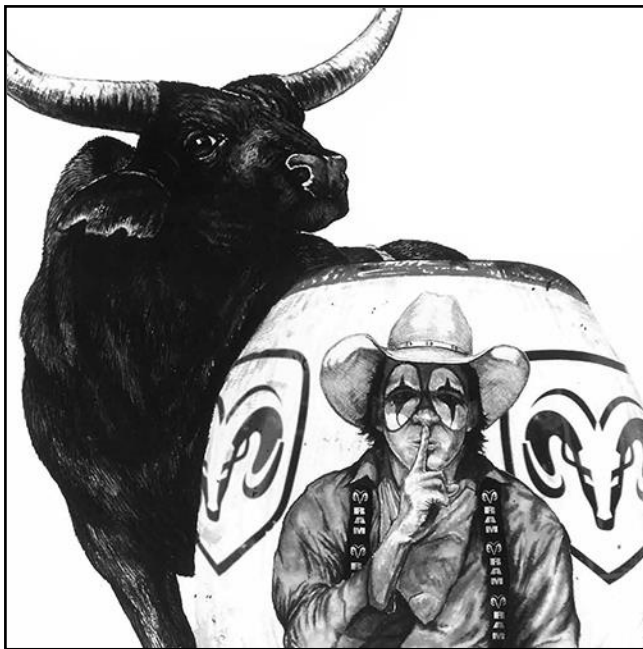


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FOR IMMEDIATE RELEASE
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PRESS RELEASE

PRCA rodeo rides into Brookings



Brookings, S.D. (10/10/2016) – Gear up in your best boots and favorite cowboy hat for the First Chance Bonanza PRCA Rodeo at the Swiftel Center November 4 and 5 with 7:30 p.m. performances nightly.

The two-nights of performances will be jam-packed with rodeo events including: bare back, calf roping, saddle bronc, steer wrestling, team roping, barrel racing, bull riding and more. The Barrelman Comedy Act features Justin Rumford, a four-time PRCA Clown of the Year and two-time Coors Man in the Can. Kids events include Mutton Bustin' and Boot Scramble.

2016 PERFORMANCE DATES

- Friday, November 4 at 7:30 p.m.
- Saturday, November 5 at 7:30 p.m.

Advance tickets are \$18.50 for adults and \$10.50 for children ages 3 to 12. Day-of show tickets are \$20 for adults and \$12 for children ages 3 to 12. South Dakota State Students can receive a ticket discount with student i.d.; \$12.50 advance tickets and \$14 day-of show.

Tickets on sale now at the Swiftel Center Box Office, by phone at 800-745-3000, and online at www.Ticketmaster.com For more information, please visit www.swiftelcenter.com, call (605) 692-7539 or follow us at www.facebook.com/swiftelcenter.



TOUGH ENOUGH TO WEAR PINK

Support the Tough Enough to Wear Pink campaign and purchase a 2016 t-shirt. Fans can wear the 2016 t-shirt to Friday night's rodeo performance for a \$2 ticket discount.

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

T-shirts are 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.

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.