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FOR IMMEDIATE RELEASE
12/29/2016

PRESS RELEASE

SDHSAA to receive portion of Classic ticket sales



Brookings, S.D. (12/29/2016) – The 2016 Swiftel Center Classic tipped off this week as regional teams arrived in Brookings to compete on the basketball court. 2016 marks the eleventh year of this annual event; it also marks a new addition to the event.

This year, the Classic is giving back to South Dakota activities. The Swiftel Center will donate a portion of ticket sales from the 2016 Swiftel Center Classic to the South Dakota High School Activities Association Foundation.

“We are proud to partner with the SDHSAA Foundation and support high school activities,” said Tom Richter, Swiftel Center Executive Director. “The Swiftel Center

Classic is a great event for the region and has now created an avenue for us to give back to our South Dakota high schools.”

The mission of the South Dakota High School Activities Association Foundation is to assist and support those educationally based activities programs sponsored by its member schools. The SDHSAA Foundation works to promote interscholastic activities that provide equitable participation opportunities, positive recognition and learning experiences to students, while enhancing the educational experiences of high school students.

“When we received word that the Swiftel Center wanted to gift to the Foundation, we were thrilled,” said Wayne Carney, South Dakota High School Activities Association Executive Director. “Thanks to the support of donors, local groups and events like the Swiftel Center Classic, the SDHSAA Foundation can provide continued support to its member schools in their efforts to showcase high school programs.”

Participation in activity programs yields positive results both during and after high school. Students who participate in activity programs tend to have higher grade point averages, better attendance records, lower dropout rates and fewer discipline problems. Through participation in activity

programs, students learn self-discipline, build self-confidence and develop skills to handle competitive situations.

“It is important that we recognize the numerous opportunities provided to high school students who are involved in educationally based activities programs, from athletics to theater to music to fine arts,” said Carney. “The Foundation helps provide financial assistance to keep participation cost low for member schools.”

For more information on the South Dakota High School Activities Association Foundation, visit www.sdhsaa.com.

The Swiftel Center Basketball Classic is an annual event held at the Swiftel Center in Brookings, SD during the month of December. This three-day event features boys and girls basketball teams from around the region. The Swiftel Center Basketball Classic started in 2006 and is in its eleventh year. For more information on the Swiftel Center Classic, call 605-692-7539 or visit www.swiftelcenter.com. Follow Swiftel Center on Facebook, Twitter and Instagram.

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.