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PRESS RELEASE

Design unveiled Monday

2017 Tough Enough to Wear Pink t-shirts to be unveiled at October 2 kick-off



Brookings, S.D. (9/28/2017) – The Swiftel Center’s annual Tough Enough to Wear Pink campaign kicks off its 12th year on Monday, October 2. The public is invited to the unveiling of the 2017 t-shirt design at 9:00a.m. at the Swiftel Center. Members from the Brookings Health System Foundation team along with the staff at the Swiftel Center will briefly highlight how the campaign has affected the Brookings community before the new design is unveiled. The public is encouraged to stop out to purchase a shirt a t-shirt at the box office which will stay open until 6:00p.m. on Monday. There will be free popcorn as well as a display of past t-shirt designs.

T-shirts are \$12.00 (\$14.00 for 2XL or 3XL). Adult and youth sizing available.

Proceeds from t-shirt sales will be donated to the Brookings Health System Foundation to support local cancer patients. More than \$48,000 has been raised to-date through the annual Tough Enough to Wear Pink campaign. 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. For more information, visit www.swiftelcenter.com, call (605) 692-7539 or follow at 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.