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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 2



Brookings, S.D. (10/02/2017) – The Swiftel Center’s annual Tough Enough to Wear Pink campaign kicks off its 12th year Monday. 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 2017 design features hot pink “Tough Enough to Wear Pink” lettering accompanied by a supercharged pink ribbon on a soft, heathered-gray 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 hospital. T-shirts are \$12.00 (\$14.00 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.

Take advantage of a new bundle deal! Purchase a t-shirt and a ticket to the First Chance Bonanza PRCA Rodeo on November 3 for just \$25 total! Advance sales only; available at the Swiftel Center Box Office.



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.

Funds raised by the 2017 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 \$48,000 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.

For more information, please visit www.swiftelcenter.com, call (605) 692-7539 or follow us 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.