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FOR RELEASE  
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# PRESS RELEASE

## Tough Enough to Wear Pink campaign raised more than \$2.7K

*100% of proceeds stay local in Brookings*



Swiftel Center staff presents Tough Enough campaign funds to members of Brookings Health System Foundation to support local cancer patients.

(LEFT TO RIGHT): Molly Nagelhout (Ticket Office Manager); Sara Schneider (Brookings Health System Foundation Director); Andrea Hogie (Director of Finance); Jenna Heilman (Event Coordinator); Jeremy Linstad (Associate Executive Director); Dustin Huber (Operations Manager); Kristina Lankow (Sales & Marketing Manager); and Matt Chapman (Executive Chef & Director of Food & Beverage)

the Tough Enough to Wear Pink campaign.” said Sara Schneider, Brookings Health System Foundation Director. “These funds help promote cancer screening benefits and local resources that are available for patients in the community and at Brookings Health System.”

The 2019 campaign kicked off October 1 and lasted throughout the entire month. Community members were able to contribute to the campaign and raising funds by purchasing Tough Enough to Wear Pink t-shirts. Thanks to community support, the campaign has assisted many cancer patients in Brookings and Brookings County with 100% of proceeds staying local.

Brookings, S.D. (3/3/2020)  
– Yes, Brookings IS tough enough. The 2019 Tough Enough to Wear Pink campaign raised \$2,783 to donate directly to Brookings Health System Foundation to continue services that support local cancer patients.

More than \$60,880 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.

“We are so thankful for the Swiftel Center’s continued support of Brookings Health System Foundation through



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**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.

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