

**FOR IMMEDIATE RELEASE**

# Dacotah Bank Center's 2025 Tough Enough To Wear Pink Campaign Raises Over \$3.5K

*100% of proceeds stay local to support cancer patients right here in Brookings*



Brookings, S.D. (02/20/2026) – The Dacotah Bank Center's 2025 Tough Enough to Wear Pink campaign proved that united we stand in the fight against breast cancer. The campaign raised \$3,543.22 to donate directly to Brookings Health System Foundation to continue services that support local cancer patients in Brookings, SD.

Since 2006, more than \$75,798 has been raised through the Dacotah Bank Center's annual Tough Enough to Wear Pink campaign. The Dacotah Bank Center staff works directly with Brookings Health System Foundation to effectively distribute funds. Thanks to community support, the campaign has assisted many cancer patients in Brookings and Brookings County with 100% of proceeds staying local.

“It is always a pleasure to work with this campaign that makes such an important impact to so many” said General Manager Ashley Biggar. “Knowing personally how devastating cancer can be, it is very moving to watch so many contributions come in from all areas to support this fight.”

The Dacotah Bank Center would like to thank all the Tough Enough to Wear Pink partners for their continued support of this campaign. Partners include Brookings Health System, Brookings Health System Foundation, and 605 Custom Design.

The 2025 campaign kicked off on October 1 and was active throughout the entire month. Community members were able to contribute to the campaign by purchasing Tough Enough to Wear Pink t-shirts and/or making monetary donations.



For more information, visit [www.dacotahbankcenter.com/toughenough](http://www.dacotahbankcenter.com/toughenough), call (605) 692-7539 and follow us at [www.facebook.com/swiftelcenter](https://www.facebook.com/swiftelcenter).

### **ABOUT THE DACOTAH BANK CENTER**

The Dacotah Bank 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 Dacotah Bank Center is an international award-winning venue of excellence and one of South Dakota's premier event centers.

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