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Dacotah Bank Center Proudly Presents the 2023 "Support Squad" Edition of the "Tough Enough to Wear Pink" Campaign



Brookings, S.D. (09/26/2023) - Prepare to rally with the "Support Squad" because Tough Enough is BACK! The Dacotah Bank Center is thrilled to announce the grand return of the annual Tough Enough to Wear Pink campaign, starting today with pre-sales available online only, providing easy pickup or delivery options. As a thanks for joining the squad early, the first 100 pre-sale supporters will receive a complimentary campaign koozie. Pre-sale pickup orders will be available on October 2nd, and delivery orders will be delivered by October 10th.

Full-scale sales will officially commence on October 2nd at the Active Heating Box Office, open Monday through Friday, from 10:00 a.m. to 5:00 p.m., and will continue to be available to purchase online for delivery or pickup.

The "Support Squad" campaign will span all October, Breast Cancer Awareness Month, and culminates on November 4th, coinciding with the Brookings PRCA Rodeo. Proceeds from the Tough Enough To Wear Pink campaign are donated to the Brookings Health System Foundation, firmly anchoring campaign support within the local community.

For adult sizes ranging from Small to XL, these "Support Squad" shirts are priced at \$16.00 each, with sizes 2XL to 4XL available at \$18.00. The 2023 design, embracing the "Support Squad" theme, prominently features the breast cancer ribbon on a soft, blush-style t-shirt. Additionally, two sizes of koozies are available for \$4 each, the perfect additions to show your solidarity with the "Support Squad."



To acquire these inspiring shirts and koozies, please visit the Active Heating Box Office at the Dacotah Bank Center during their regular hours or simply head to the Tough Enough Online Store at dacotahbankcenter.com/ToughEnoughStore for convenient pickup or delivery options.

For group orders or company purchases, please reach out to Ashley Biggar at abiggar@dacotahbankcenter.com.

In addition to the "Support Squad" campaign, the Dacotah Bank Center is launching the "Think Pink Challenge" this October, encouraging Brookings' businesses to designate a day each week as "Think Pink" day. On these days, employees are invited to proudly don their Tough Enough to Wear Pink t-shirts in a united display of support for the cause.

Don't miss the apex of our campaign, "Pink Night" at the Brookings PRCA Rodeo on Friday, November 3, 2023. Join us as we come together, united as the "Support Squad," to battle against cancer by proudly wearing the 2023 Tough Enough to Wear Pink t-shirt.

The funds raised through the 2023 Tough Enough to Wear Pink campaign are channeled back into the local community. They provide awareness of crucial cancer screening benefits, including regular mammograms, amplify awareness about the significance of breast self-examination, and provide support to patients at Avera Medical Group Brookings and Brookings Health System.

Since its inception, the Tough Enough to Wear Pink campaign has raised over \$68,873. This remarkable accomplishment has been made possible through the unwavering support of our community. The Dacotah Bank Center collaborates closely with the Brookings Health System Foundation to ensure these funds directly benefit numerous patients in Brookings County, with proceeds deeply rooted in the local community.

For additional information and to express your unwavering support for the "Support Squad" campaign, please visit dacotahbankcenter.com/ToughEnoughToWearPink.

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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