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**FOR IMMEDIATE RELEASE**  
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## Dacotah Bank Center Presents the 2024 “In October We Wear PINK” Edition of the “Tough Enough to Wear Pink” Campaign



**Brookings, S.D. (09/30/2024)** – The Dacotah Bank Center is excited to announce the return of the annual “Tough Enough to Wear Pink” campaign, this year with a special theme: “In October We Wear PINK!” The campaign kicks off today with online pre-sales available now, offering convenient options for pickup or delivery. Pre-sale orders can be picked up starting October 1st, and delivery orders will be on their way by October 10th.

The full campaign officially launches on October 1st, with sales available at the Active Heating Box Office, open Monday through Friday from 10:00 a.m. to 5:00 p.m., as well as online for both pickup and delivery.

Throughout October—Breast Cancer Awareness Month—the Dacotah Bank Center will be celebrating with this special campaign, which will conclude with a grand finale at the Brookings PRCA Rodeo Pink Night on November 2nd. All proceeds from the campaign will be donated to the Brookings Health System Foundation, directly benefiting cancer awareness and patient care in the community.

This year’s t-shirt design embraces the theme “In October We Wear PINK” with a light pink shirt featuring the iconic breast cancer ribbon. Sizes range from XS to 4XL, and each shirt is priced at just \$20. Shirts can be purchased at the Active Heating Box Office or through the online store at [dacotahbankcenter.com/ToughEnoughStore](http://dacotahbankcenter.com/ToughEnoughStore), with options for pickup or delivery.

For group or company orders, interested parties can contact Kayla Gullickson at [kgullickson@dacotahbankcenter.com](mailto:kgullickson@dacotahbankcenter.com).



Additionally, the Dacotah Bank Center is launching the “Think Pink Challenge” this October. Brookings businesses are encouraged to choose a day each week for employees to wear their “Tough Enough to Wear Pink” shirts, showing unified support for the cause.

All funds raised through this year’s campaign will stay within the Brookings community. The campaign aims to raise awareness about the importance of regular mammograms, promote breast self-exams, and support patients at Avera Medical Group Brookings and [Brookings Health System](#).

Since its inception, the Tough Enough to Wear Pink campaign has raised over \$71,216, thanks to the incredible support of the community. The Dacotah Bank Center works closely with the [Brookings Health System Foundation](#) to ensure that these funds directly benefit local patients in Brookings County.

For more information and to support the “In October We Wear PINK” campaign, please visit [dacotahbankcenter.com/ToughEnoughToWearPink](http://dacotahbankcenter.com/ToughEnoughToWearPink). The Dacotah Bank Center appreciates the community’s continued support!

**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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