

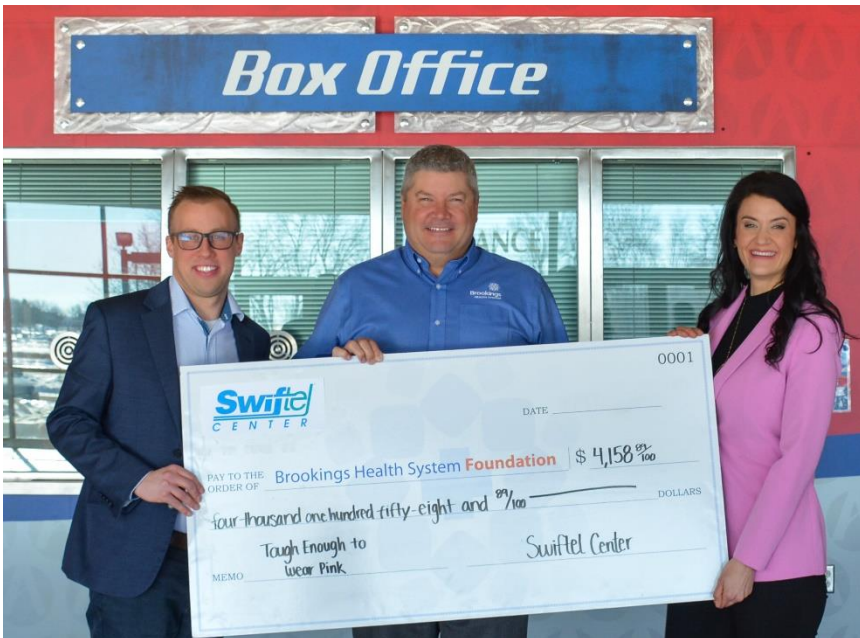
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FOR RELEASE
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PRESS RELEASE

Swiftel Center’s 2022 Tough Enough to Wear Pink campaign raised more than \$4.1K

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



The Swiftel Center staff presents the 2022 Tough Enough to Wear Pink campaign funds to Brookings Health System President & CEO Jason Merkley.

(LEFT TO RIGHT): Mike Logan (General Manager); Jason Merkley (Brookings Health System President & CEO); Ashley Biggar (Director of Marketing)

Brookings, S.D.
(02/07/2023) – The Swiftel Center’s 2022 Tough Enough to Wear Pink campaign proved that united we stand in the fight against breast cancer. The campaign raised \$4,159 to donate directly to Brookings Health System Foundation to continue services that support local cancer patients in Brookings, SD.

“Brookings Health System and our Foundation are grateful for the continued support of the Swiftel Center’s Tough Enough to Wear Pink campaign,” said Brookings Health System President and CEO Jason Merkley. “The campaign

builds local awareness about breast cancer issues while supporting area cancer patients within our community. With our partners at Avera Medical Group Brookings, we look forward to the additional services, screenings, education and other benefits these funds will help to create in 2023.”

Since 2006, more than \$64,874 has been raised through the Swiftel Center’s annual Tough Enough to Wear Pink campaign. The Swiftel 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 truly a pleasure to continue this campaign that has such an important impact to not only the Brookings community, but those surrounding,” said Director of Marketing Ashley Biggar. “Knowing personally how devastating cancer can be for the individual and their loved ones, it is very moving to watch so many contributions come in from all areas to support this fight.”

The Swiftel 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, Avera Medical Group Foundation, South Dakota State University Miller Wellness Center, Prairie Graphics, and Sutton Rodeo Inc.

The 2022 campaign kicked off on October 1 and was active throughout the entire month, wrapping up with a final weekend at the 2022 Brookings PRCA Rodeo (November 4 and 5). Community members were able to contribute to the campaign by purchasing Tough Enough to Wear Pink t-shirts, koozies, and/or making monetary donations. This year the Swiftel Center added the Tough Enough Store for supports to make purchases and donations easily online with the additional option to have t-shirts shipped to supporters.

For more information, visit www.swiftelcenter.com/toughenough, call (605) 692-7539 and 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 premier event centers.

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