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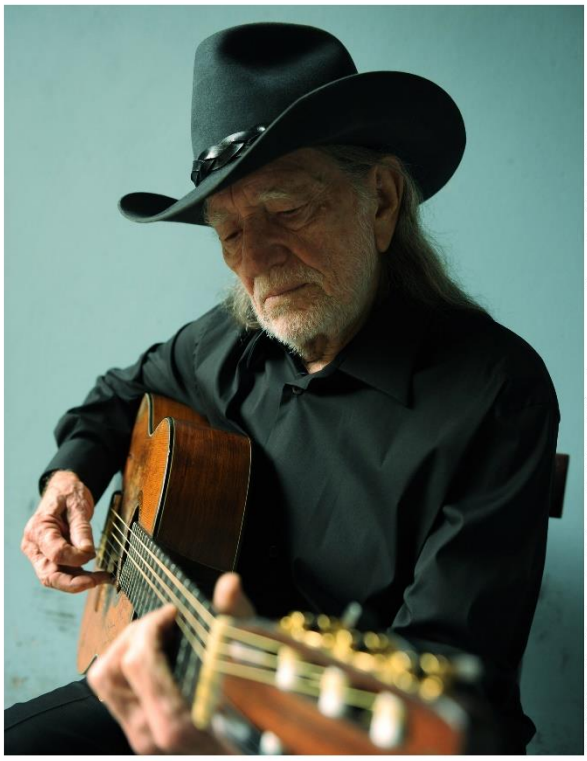
FOR RELEASE
03/09/2020

PRESS RELEASE

Willie Nelson & Family concert coming to Swiftel Center

Swiftel Center – Monday, August 10
Tickets on-sale Friday, March 13 at 10:00a.m.



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Willie Nelson

Brookings, S.D. (3/9/2020) – Willie Nelson & Family concert is coming to the Swiftel Center (managed by VenuWorks) on Monday, August 10 at 7:00p.m. Tickets go on sale Friday, March 13 at 10:00a.m. at the Swiftel Center Ticket Office and online at www.ticketmaster.com.

Tickets are $39.50, $59.50, $79.50, $109.50, and $149.50.

Exclusive venue pre-sale information coming soon to all Swiftel Center email subscribers. To receive information on the event and get access to presale codes, subscribe at www.swiftelcenter.com/signup.

With a six-decade career, Willie Nelson has earned every conceivable award as a musician and amassed reputable credentials as an author, actor, and activist. He continues to thrive as a relevant and progressive musical and cultural force. In recent years, he has delivered more than a dozen new albums, released a Top 10 New York Times' bestsellers book, again headlined Farm Aid, an event he co-founded in 1985, been honored by the Library of Congress with their Gershwin Prize for Popular Song, received his 5th degree black belt in Gong Kwon Yu Sul, headlined the annual Luck Reunion food and music festival during SXSW, launched his cannabis companies Willie's Reserve and Willie's Remedy, and graced the covers of Rolling Stone and AARP The Magazine. For 2019, he released Ride Me Back Home, a new studio album that captures a reflective upbeat journey through life, love, and time's inescapable rhythms viewed from Willie's inimitable perspective.

In January 2020, the title song received the GRAMMY Award for Best Country Solo Performance, making it his 10th GRAMMY win. In April 2020, Willie's next set of 11 newly recorded songs will release on his album First Rose of Spring - an atmospheric soulful showcase of beautifully-written songs and poignant performances. These new songs and performances add to his classic catalog, and finds Willie Nelson rolling at a creative peak, writing and singing and playing with the seasoned wit and wisdom that comes from the road, which he still travels along performing for fans.

PEPPER ENTERTAINMENT

Established in July of 2006, Pepper (PE) is based in Sioux Falls, SD. As one of the fastest scaling, independent promotions company in the Midwest, PE, collectively, exceeds 25 years of experience spanning a broad scope of industry specialties, such as; Live Promotions, Corporate & Private Event Talent Buying, Club & Performing Art Center Programming & Media & Marketing Services. For more information, visit www.PepperEntertainment.com

For more information on the concert, visit www.swiftelcenter.com, call 605-692-7539 and follow the Swiftel Center on Facebook, Twitter and Instagram.

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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