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FOR IMMEDIATE RELEASE

# PRESS RELEASE

## Swiftel Center celebrates new Active Heating Box Office



Brookings, S.D. (08/19/2022) – The Swiftel Center is proud to partner with Active Heating, Inc. as the new exclusive sponsor of the venue’s onsite box office. This partnership, which has been months in the making, will see Swiftel Center’s simplistic box office completely branded into a more recognizable and memorable space in the building with new signage, a fully wrapped box office facade, and various other standout assets.

“The Swiftel Center is ecstatic to have Active Heating, Inc. as our newest partner,” said Swiftel Center General Manager Michael Logan. “With their commitment to place customer experience first and actively support the community, we are proud to have them prominently displayed right as patrons walk through the doors. The new box office is both bright and bold. These features set the space apart from the rest of the building and will help patrons immediately find its location.”

Along with the cosmetic changes, this partnership includes a name change. The Swiftel Center box office will now be known as the Active Heating Box Office.

“Active Heating, Inc. is excited to be part of the Brookings community and we recognize how important the Swiftel Center is to the success of Brookings and the surrounding area,” said Dustin Flatten & Jason Roehrich, Owners of Active Heating, Inc. “That is why we teamed up with the Swiftel Center to help continue to bring fun and exciting events to the community for all to enjoy.”

The new signage is installed. Guests are invited to stop at the Swiftel Center to see the new Active Heating Box Office any time and join the Brookings Area Chamber of Commerce's Ribbon Cutting on Tuesday, August 23, 2022, at 4:30 PM with an open house style celebration from 4:00 PM – 6:00 PM.

The Swiftel Center assures patrons that the new sponsorship will not affect ticket prices, points of sale, or any operational aspects of purchasing tickets for Swiftel Center events. Ticketmaster is still the Swiftel Center's official ticketing platform. The Active Heating Box Office is located directly inside the main entrance of the Swiftel Center.

**About Active Heating**

Active Heating, Inc. is the premier HVAC dealer in northeast South Dakota, proudly serving the Brookings and Watertown areas by providing timely, quality customer service while creating relationships that last a lifetime. For over 44 years, Active Heating has been serving the needs of residential, commercial, and industrial customers around the region. Specializations area include heating, cooling, indoor air quality, radon mitigation, and plumbing services. Active Heating, Inc. is a family-owned business, started in 1978 by Don Roehrich. His son, Jason Roehrich, and son-in-law, Dustin Flatten, now own and operate Active Heating. The great team at Active Heating is happy to be a part of Brookings and Watertown. They pride themselves on supporting the communities they serve.

**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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