



## **SDS – PR Invite & Pitch**

08.22.16

### **Invite:**

#### **Media Alert**

#### **Press Conference**

### **SD SALUTES LAUNCHES GROUP TO HONOR SD HEROES WITH MARKSMANSHIP EVENT**

**Who:** SD Salutes

**What:** Press Conference and Event Announcement

**When:** Thursday, August 25 @ 10:45 a.m.

#### **Where:**

Media Conference Room  
Law Enforcement Center  
320 W. 4<sup>th</sup> Street  
Sioux Falls, SD 57104

**Why:** SD Salutes is a nonprofit citizen's action group formed to show appreciation for South Dakota's first responders and to help financially support the families of those whose lives are lost in the line of duty. It's premier event is free to law enforcement, fire and rescue, and military personnel and will raise money to support the families of fallen soldiers and first responders.

**Interviews:** Tony Bour and Scott Korsten will be available to answer questions from the press.



**Pitch:**

**SD Salutes takes aim at supporting fallen heroes.**

Today's news is filled with stories about the men and women that serve South Dakota communities as police, firefighters and first responders, and those who serve our country in the military. These heroes make us feel safe in a chaotic world.

All too often first responders and soldiers sacrifice their lives or their physical health as they protect and serve. Those left behind, the spouses and children of these heroes, must find a way to move forward. While we don't always hear these stories, SD Salutes listens, and is there to help.

The premier kickoff marksmanship competition September 26-27 is billed as the annual in a growing list of events planned to raise money and show support for this important cause. And it is a great opportunity for South Dakotans to say thank you to all of our heroes. ***Please help us spread the word about this event, this new organization and its very important mission.***

*See press release attached for more information.*