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## **For Immediate Release**

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### **Contact**

Teri Schmidt, Executive Director  
605.373.2030 (office)  
605.366.5590 (cell)

## **CVB Gearing Up for 2018 Pheasant Fest**

The Sioux Falls Convention and Visitors Bureau (CVB) will be attending the 2017 National Pheasant Fest & Quail Classic in Minneapolis, February 17-19 along with various industry partners. The CVB and industry representatives will be on hand to pre-promote the 2018 National Pheasant Fest & Quail Classic, which will be held at the Sioux Falls Convention Center. They will have the opportunity to showcase the excellent facilities and amenities that Sioux Falls has to offer in hopes of luring hunting enthusiasts to Sioux Falls for next year's event. Featured on display in the Sioux Falls booth will be a gun, sponsored by SCHEELS, that will be given to the winner of a random drawing.

The event, which will be held at the Minneapolis Convention Center, is expected to draw up to 25,000 people over the course of three days. Hunters from around the country will be in attendance to attend seminars and speak with a variety of vendors, ranging from hunting apparel to dog training and more.

If you are interested in doing a story and getting some fun video, the CVB will be loading their vehicle between 8:30 A.M. & 9:00 A.M. this Thursday morning at the CVB office, 200 N. Phillips Ave. They plan to depart for Minneapolis at 9:00 A.M.

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*Mission: To market the city of Sioux Falls, South Dakota, as a one-of-a-kind visitor destination, and to provide premier visitor services, and increase visitor spending, in order to enhance economic impact throughout the community.*