
PRESS RELEASE

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CELEBRATE RUNNINGS GRAND OPENING WEEK WITH A RIBBON CUTTING AND OVER \$10,000 IN PRIZES

Vermillion, SD., April 29th, 2021 – The Vermillion Area Chamber & Development Company (VCDC) will be hosting an official ribbon cutting for the new Runnings location on April 30th, 2021 from 9:00 am to 10:00 am. The public is invited to join the VCDC in welcoming Runnings to the community.

The grand opening week which runs from Friday April 30th through Sunday May 2nd will feature over \$10,000 in prizes, giveaways and special discounts. Register at the store located at 715 Bower Street.

“The new, larger store is something our customers in Vermillion and the surrounding community have been requesting for some time. We’ll now offer more pet supplies, more tools, more sporting goods, more clothing, more farm supplies, more automotive, more lawn and garden – more of everything customers come to shop for at a Runnings,” said Dennis Jensen, Director of Marketing and eCommerce for Runnings.

In May 2020, Runnings officially announced the purchase of 8.5 acres of land from the VCDC. The property purchased was used to build the new 74,000-square-foot store, more than seven times larger than the previous store, which operated as Campbell Supply. Construction began in June of 2020, and they officially opened at their new location in March 2021.

Nate Welch, President and CEO of the VCDC, will be joined by Kelsey Collier-Wise, Mayor of Vermillion; Jami Baedke of the VCDC Ambassadors; and Jordan Bonstrom, member of the Vermillion NEXT Steering Committee to officiate the ribbon cutting ceremony.

“Runnings’s acquisition of Campbell Supply is a great investment,” said Nate Welch, President and CEO of the VCDC. “Their presence in the Vermillion community adds to the retail attraction of the community as well as positively impacting the quality of life for Vermillion residents and those individuals living in the surrounding communities.”

“Runnings is committed to not only being a retail destination for home, farm and outdoor goods, but to also be involved in the communities we call home,” continued Dennis Jensen. “We want to thank the fellow members of the VCDC, our civic leaders and our customers for the warm welcome they’ve given to Runnings since we came to town with the Campbell Supply acquisition.”

For more information about the Runnings ribbon cutting event, contact Megan Davidson, Director of Strategic Communications & Tourism, at Megan@Vermillionchamber.com or by calling the VCDC office number, 605.624.5571.