



PO Box 340, Kyle, SD 57752
(605) 455-2500 tel (605) 455-2585 fax
www.lakotafunds.org

FOR IMMEDIATE RELEASE

Rick's Ready Mart Celebrates Grand Opening

Contact: Heidi Cuny, Cuny Communications, heidi@cunycommunications.com,
(415) 279-0185

Pine Ridge, South Dakota – July 10, 2014 – On Thursday, July 3, 2014 Rick's Ready Mart, a gas station and convenience store located just east of downtown Pine Ridge, celebrated its grand opening by providing lunch, snacks, beverages, and prizes to over 120 community members who visited the store. The celebration comes after four months of consecutive increases in sales and successful business operations.

Rick's Ready Mart officially opened at the beginning of March 2014 with support from Lakota Funds in the form of business financing and specialized assistance. Owner, Rick Shangreaux, purchased an existing building and gas station that had been closed down for approximately two years. Upon negotiating the sale with the previous owners, he began working with the staff at Lakota Funds to develop his business plan and apply for a business loan.

“Lakota Funds is happy to see that a dilapidated building has been rehabilitated and transformed into a thriving business. Rick Shangreaux is a true entrepreneur, and Rick's Ready Mart is helping the reservation economy grow,” says Kadem Fisher, Success Coach and Loan Officer at Lakota Funds, who provided assistance to Shangreaux throughout the loan application process and continues to provide business support.

The business currently employs six part-time employees and is looking to hire two more. Strategically located near several tribal departments and programs, Rick's Ready Mart has been successful from the start and has surpassed its projected sales. Fisher attributes their location and the quality of service to the business' success.

“It's a little bit out of town, but it is easy to get in and out of. You don't have to deal with traffic or congestion, and their customer service is excellent. Every time I have gone in the employees have greeted me, and the store is always clean,” says Fisher.

The grand opening celebration attracted existing and new customers to the store, and Shangreaux hopes that everyone who took the time to stop by will become long-time customers. The event was supported with contributions from Rick's Ready Mart's vendors, including Pepsi, Coca-Cola, Amcon, and Deli Express. Rick's Ready Mart offers unleaded and diesel fuel along with a convenience store that has a variety of food items and general goods available for purchase.

###



PO Box 340, Kyle, SD 57752
(605) 455-2500 tel (605) 455-2585 fax
www.lakotafunds.org

About Lakota Funds

Lakota Funds, a Native community development financial institution (CDFI) established more than 25 years ago, has played a vital role in improving the quality of life for the Oglala Lakota Oyate by placing capital with new and growing businesses, providing customized business development services, and educating adults and youth on financial management concepts. Lakota Funds' mission is to promote economic sustainability on the Pine Ridge Reservation and geographic service area, through business loans, technical assistance, and wealth building education for families and businesses.