

LG CHANNELS EXCLUSIVE DOCU-SERIES “THE RIVALRIES” REVISITS OLDEST DII NCAA SPORTS RIVALRY

Streaming Exclusively on LG Smart TVs, Eleventh Episode Revisits Two South Dakota Universities For A Football Rivalry Steeped In Competition

ENGLEWOOD CLIFFS, N.J., November 21, 2023 – [LG Electronics USA](#), an official partner of the NCAA®, announced the eleventh episode of *The Rivalries*, an original docu-series that highlights the lesser-known but no less intense rivalries in college sports. “The Black Hills Brawl,” which premieres Thursday, November 24 at 8:00 p.m. EST, offers a front row seat to the oldest rivalry in Division II NCAA athletics.

Located approximately 50 miles apart along the Black Hills National Forest, the South Dakota Mines & Technology Hardrockers (SDSM&T) of Rapid City, SD and Black Hills State (BHSU) Yellow Jackets of Spearfish, SD have shared a spirited rivalry across various sports since 1895.

Last year the SDSM&T and BHSU basketball teams took center stage in the first ever episode of *The Rivalries*. This year the Yellow Jackets and Hardrockers will battle to take hold of the Homestake trophy in an intense football matchup that showcases the schools’ longstanding history of competition. The episode will be available to watch for free on the NCAA Championships Channel after its debut airing. Future episodes will be announced at a later date.

As an official partner of the NCAA®, LG brings stories to life with its *The Rivalries* series, which is available for free on the NCAA Championships Channel (Channel 100) via LG Channels on LG Smart TVs. Each episode highlights a different sports rivalry as told through interviews, historical moments and the most recent game footage.

Learn more about LG’s NCAA partnership, *The Rivalries* docu-series, and the NCAA Channel exclusively on LG Smart TVs, by visiting [LG.com/NCAA](#).

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About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$63 billion global innovator in technology and manufacturing. In the United States, LG sells a wide range of innovative home appliances, home entertainment products, commercial displays, air conditioning systems, energy solutions and vehicle components. LG is a seven-time ENERGY STAR® Partner of the Year. The company's commitment to environmental sustainability and its "Life's Good" marketing theme encompass how LG is dedicated to people's happiness by exceeding expectations today and tomorrow. www.LG.com.

About LG Channels

LG Channels is LG's exclusive free streaming service, offering a wide selection of premium live and on-demand programming, including movies, TV shows, news, sports, children's programs, and more. With more than 300 channels and growing, LG TV owners can easily discover their favorite programs by launching the LG Channels application on their LG TV's webOS platform (LG smart TV models 2016-present).

About the NCAA®

The NCAA is a diverse association of more than 1,000 member colleges and universities that prioritize academics, well-being and fairness to create greater opportunities for nearly half a million student-athletes each year. The NCAA provides a pathway to higher education and beyond for student-athletes pursuing academic goals and competing in NCAA sports. More than 54,000 student-athletes experience the pinnacle of intercollegiate athletics by competing in NCAA championships each year. Visit ncaa.org and ncaa.com for more details about the association and the corporate partnerships that support the NCAA and its student-athletes. NCAA is a trademark of the National Collegiate Athletic Association.

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