



**SOUTH DAKOTA DEPARTMENT OF  
AGRICULTURE  
NEWS RELEASE**



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## **SD State Fair and SDSU Athletics Come Together for Ticket Promotion**

HURON, S.D.- The South Dakota State Fair and South Dakota State University (SDSU) Athletics have teamed up on a Labor Day weekend ticket promotion.

Anyone purchasing tickets for the Jackrabbits football team's season opener Aug. 31 against Duquesne will receive a one-day pass to attend the South Dakota State Fair, which runs Aug. 31-Sept. 4 in Huron. SDSU season ticket holders will receive their State Fair passes in the mail with delivery of their season tickets.

### **Single-game purchasers will receive their State Fair passes one of three ways:**

- In the mail with their tickets if choosing that delivery method
- In person if purchasing tickets in advance at the Jackrabbits Ticket Office or at the Dana J. Dykhouse Stadium box office on game day
- Print-at-home or will-call ticket purchasers can claim State Fair passes at the stadium will-call windows on game day

“Teaming up with SDSU Athletics to provide free passes to this year’s fair gives football fans a buy-one-get-one-free deal,” said fair assistant manager Candi Briley. “Both the fair and SDSU football are long-standing traditions for many families and are well known for having a connection to agriculture. Providing free fair passes to those attending the Aug. 31 football game will hopefully encourage those folks to take in all the activities at the fair as well.”

**(\*\*[Download Briley audio here](#)\*\*\*)**

The 2017 South Dakota State Fair will run from Thursday, Aug. 31, through Monday, Sept. 4. Channel Seeds preview night will be Wednesday, Aug. 30. This year’s theme is “Seriously Twisted Fun.” For more information on State Fair events, contact the Fair office at 800-529-0900, visit [www.sdstatefair.com](http://www.sdstatefair.com) or find them on Facebook or Twitter.

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