



**SOUTH DAKOTA
DEPARTMENT OF
AGRICULTURE
NEWS RELEASE**



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*****This release contains links to audio and photos.*****

Seriously Twisted Fun at the 2017 SD State Fair

HURON, S.D. – The South Dakota Department of Agriculture’s State Fair Park has announced the theme for the 2017 South Dakota State Fair-- “Seriously Twisted Fun.”

State Fair Director Peggy Besch says, “We are serious about fun at the State Fair. From the twists and turns of the carnival rides, to a variety of livestock shows and attending concerts, there’s never a shortage of fun at the South Dakota State Fair. This year’s theme encompasses the five days of fun we are planning for the State Fair.”

([Download Besch audio here](#)***)**

An updated State Fair logo has also been designed and can be viewed on the [SDDA multimedia page](#).

The 2017 SD State Fair will run from Thursday, Aug. 31, through Monday, Sept. 4. Preview day will be Wednesday, Aug. 30. For more information on State Fair events, contact the Fair office at 800-529-0900, visit www.sdstatefair.com or find them on Facebook or Twitter.

Agriculture is a major contributor to South Dakota’s economy, generating \$25.6 billion in annual economic activity and employing over 115,000 South Dakotans. The South Dakota Department of Agriculture’s mission is to promote, protect and preserve this industry for today and tomorrow. Visit us online at <http://sdda.sd.gov> or find us on Facebook, Twitter and Instagram.

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Download a [photo of Besch here](#).
Download a [photo of the State Fair carnival here](#).