



**SOUTH DAKOTA DEPARTMENT OF
AGRICULTURE**

NEWS RELEASE



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Pay it Forward Day Planned

(Huron, SD) - The South Dakota State Fair is making plans for the second annual Pay It Forward Day. The South Dakota State Fair is partnering with businesses and organizations to provide free admission to the fair for those in need or to random people on Monday, Sept. 4.

"It was rewarding to be part of this last year. Our staff enjoyed surprising people with free admission at the gates!" said Peggy Besch, SD State Fair manager. "Last year at the first annual Pay It Forward Day 450 passes were distributed, so this year there is a goal to distribute 500!"

Fair officials are working with United Way Heartland Region to distribute the tickets to those in need.

"We are strong supporters of the SD State Fair," said Robin Olson of R & L Sanitary. "We are not necessarily in a position to do a big sponsorship but still wanted to participate at some level. I approached the fair and asked how we could go about purchasing some tickets to distribute to the less fortunate and they were very receptive. While it may seem like a little thing, it has the potential to have a large impact."

If you are interested in participating in Pay it Forward Day or would like more information, please contact the fair office at 605-353-7340.

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 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 South Dakota agriculture for today and tomorrow. Visit SDDA online at <http://sdda.sd.gov> or find us on Facebook and Twitter. SD Ag Chat podcasts can be found

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