



**SOUTH DAKOTA DEPARTMENT OF
AGRICULTURE**
NEWS RELEASE



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Pay the 'Magic' Forward

(Huron, SD) - Help others 'Experience the Magic' with the 3rd Annual Pay it Forward Day at the 2018 South Dakota State Fair. The SD State Fair is partnering with businesses and organizations to provide free admission to the fair for those in need, as well as to individuals selected at random on Monday, Sept. 3.

"The Pay it Forward promotion is extremely rewarding, as last year we were able to surpass our goal of distributing 500 passes to the fair, giving out nearly 600 passes," said Peggy Besch, SD State Fair manager.

Fair officials are working with United Way Heartland Region to distribute the tickets to those in need. 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 2018 South Dakota State Fair will run from Thursday, Aug. 30, through Monday, Sept. 3. Channel Seeds Preview Day will be Wednesday, Aug. 29. This year's theme is "Experience the Magic." For more information on State Fair events, contact the fair office at 800.529.0900, visit sdstatefair.com or find us 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 us online at sdda.sd.gov or find us on Facebook, Instagram and Twitter.