



**SOUTH DAKOTA DEPARTMENT OF
AGRICULTURE**
NEWS RELEASE



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Toby Keith Should've Been A Cowboy Tour Coming to the SD State Fair

HURON, S.D. –The South Dakota State Fair and Legend Seeds are proud to announce that the Toby Keith Should've Been A Cowboy Tour XXV presented by Ford F-Series will be coming to the SD State Fair grandstand on Friday, Aug. 31, 2018.

The familiar maxim of triple threat – singer, songwriter, musician – doesn't begin to cover it for Toby Keith, one of the modern era's most complete self-directed hit makers. From the moment his debut single "Should've Been A Cowboy" was released in 1993 and shot the charts to become his first No. 1, the engine driving everything else has been the music. He writes it. He arranges and produces it. And he releases it on his record label, Show Dog Nashville.

With hits like "Red Solo Cup," "Beer for My Horses," and "Courtesy Of The Red, White And Blue (The Angry American)," Keith's albums have sold more than 40 million copies. His tours have drawn more than a million fans each year for more than a decade straight. The awards are too numerous to count and include Artist of the Decade nods from *Billboard* and the American Country Awards, as well as the ACM's Career Achievement honor.

"Toby Keith is a country superstar and has huge drawing power. Our excitement level is through the roof," said SD State Fairgrounds manager, Peggy Besch. "The grandstand celebrates its 100th birthday this year, so we are honored and thrilled to have him kick off the concert line up."

Pre-sale on tickets will begin June 4 for backrest holders, followed by Friends of the Fair ticket sales on June 7. General public ticket sales will begin June 11.

The 2018 South Dakota State Fair will run from Thursday, Aug. 30, through Monday, Sept. 3. Preview night 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 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 us online at <http://sdda.sd.gov> or find us on Facebook, Instagram and Twitter.