



**SOUTH DAKOTA DEPARTMENT OF
AGRICULTURE NEWS RELEASE**



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Pay the 'Fair Time' Experience Forward

HURON, SD - Help others embrace the feeling of 'Fair Time' with the 4th Annual Pay it Forward Day at the 2019 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. 2, 2019.

"It's rewarding to continue Pay it Forward Day. We cannot thank the businesses that purchase the admission passes to give out enough. Last year, nearly 600 passes were handed out," said Peggy Besch, SD State Fair manager.

Fair officials are working with the 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 2019 South Dakota State Fair will run from Thursday, Aug. 29, through Monday, Sept. 2. Channel Seeds Preview Day will be Wednesday, Aug. 28. This year's theme is "There's No Time Like Fair Time." For more information on State Fair events, contact the fair office at 800.529.0900, visit sdstatefair.com or find us on Facebook, Instagram and Twitter.

Agriculture is a major contributor to South Dakota's economy, generating \$32.5 billion in annual economic activity and employing over 132,000 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.