



SOUTH DAKOTA DEPARTMENT OF AGRICULTURE NEWS RELEASE



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A Perfect Vision of Fun at the 2020 South Dakota State Fair

HURON, S.D. – The South Dakota State Fair has announced its 2020 State Fair theme, “Perfect Vision of Fun.”

“It’s going to be the 2020 fair, so naturally when this idea was thrown at us, we had to go with it! Of course, it’s true, because when you think about the fair, there’s a lot that pops to mind from food, showing animals, special memories from a prior fair, concerts, carnival rides, or taking a stroll through a vending building, the fair is just plain fun! The fair offers so much and means so much to people. People come to it to catch up, for a quick getaway, to show animals, the list could go on and on,” commented Peggy Besch, State Fair manager. “In planning and preparing for the State Fair, every step of the way we envision fun. Fun in showing livestock, fun in agriculture education, fun in exhibiting static exhibits, fun in riding rides, fun in sampling fair food, fun in entertaining, and fun in spending time with family and friends. Whatever the case, people come to the Fair to experience the “Perfect Vision of Fun.”

Each year the South Dakota State Fair boasts a variety of events including livestock shows, 4-H exhibits, carnival rides, free entertainment, and top-notch grandstand entertainment. The fair also hosts well over 400 vendors for fairgoers to visit.

An updated State Fair logo has also been designed and can be viewed on the South Dakota State Fair website, sdstatefair.com.

Members of the media can download the logo [here](#).

The 2020 South Dakota State Fair will run from Thursday, September 3 through Monday, September 7. Channel Seeds Preview night will be Wednesday, September 2. For more information on State Fair events, contact the fair office at 800.529.0900, visit sdstatefair.com, or find it on Facebook or 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.