



SOUTH DAKOTA DEPARTMENT OF AGRICULTURE

NEWS RELEASE

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Admission Passes Available for Read & Win During South Dakota State Fair

HURON, S.D. – Admission passes are now available for the Read & Win program during the 2020 South Dakota State Fair, September 3–7.

While appealing to children of all ages from all over the state, this unique program also encourages summer reading as an incentive to earn free admission to the state fair.

The fair offers multiple ways to showcase youth achievement through livestock shows, art projects, and various innovative creations. To honor outstanding academic achievement, the state fair is partnering up with schools and public libraries to promote reading. Sponsored by Ag Performance, the Read & Win program can complement a current reading program or serve as the foundation of a new reading program.

Registration information can be found online at www.sdstatefair.com or by contacting the State Fair office in Huron at 605.353.7340. To be eligible for free youth passes, register no later than Monday, August 24.

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.