



**DEPARTMENT of AGRICULTURE  
and NATURAL RESOURCES**

JOE FOSS BUILDING  
523 E. CAPITOL AVE  
PIERRE, SD 57501-3182  
danr.sd.gov

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**MEDIA CONTACT:** Candi Briley, [Candi.Briley@state.sd.us](mailto:Candi.Briley@state.sd.us)

**Jake Owen to Perform at South Dakota State Fair**

**HURON, S.D.** – The South Dakota State Fair and Legend Seeds are excited to welcome country music superstar Jake Owen to the State Fair on Sunday, September 6, 2026, at 8:00 P.M. CT.

“We are absolutely thrilled to have Jake Owen take the stage at this year’s South Dakota State Fair,” **said Peggy Besch, South Dakota State Fairgrounds Manager.** “Jake’s music has such a fun, feel-good spirit, and his concerts create the kind of memories people talk about for years.”

Jake Owen is a country music superstar whose career includes a collection of gold and platinum records, ten number one singles, and more than 2.5 billion U.S. on-demand streams. The ACM Award winner is known for his laid-back style and chart-topping hits, including “Barefoot Blue Jean Night,” “Beachin’,” “Anywhere With You,” “Alone With You,” and “The One That Got Away.”

The recording artist, entertainer, and actor has released 10 studio albums, including his most recent, the critically acclaimed *Dreams to Dream* album, co-produced alongside Shooter Jennings. Owen has headlined tours around the world. In February, he launched his “Dreams to Dream” tour. The 12-date tour canvasses Washington, D.C.; York, Pennsylvania; St. Paul, Minnesota; Des Moines, Iowa; and Huron, South Dakota.

Beyond the stage, Owen is a music business executive, philanthropist, and father of two. He serves as a partner in Nashville-based Good Company Entertainment and founder of The Jake Owen Foundation, a charity organization that provides financial support to children suffering with life threatening and catastrophic childhood diseases.

Ticket presale for backrest signage holders and Friends of the Fair begins Monday, May 11, through Thursday, May 14. Tickets go on sale to the general public at 8:00 A.M. CT on Tuesday, May 19. Pricing and ticket information can be found at [www.sdstatefair.com](http://www.sdstatefair.com).

The backrest signage program is an advertising program allowing businesses or individuals to put signage on a backrest in the grandstand. Backrest holders can purchase State Fair grandstand tickets for their corresponding signage area before general ticket sales. Additional information and pricing can be found at [sdstatefair.com](http://sdstatefair.com).

Friends of the Fair is a program through the State Fair Foundation offering a variety of benefits, including early bird access to State Fair VIP table sales, presale access to grandstand reserved seating and standing room tickets for the State Fair, complimentary daily gate admission passes, and recognition on the State Fair website.

Jake Owen welcomed by Legend Seeds joins previously announced Red Wilk Construction Tuff Hedeman Bull Bash and Nate Smith welcomed by Pioneer for the grandstand line-up.

The 2026 South Dakota State Fair kicks off on Channel Seeds Opening Day, Wednesday, September 2, and runs through Monday, September 7. For more information, contact the State Fair office at 800-529-0900, visit [www.sdstatefair.com](http://www.sdstatefair.com) or check it out on Facebook, Instagram, and X.