



**DEPARTMENT of AGRICULTURE
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South Dakota State Fair Admission Passes Available for Read & Win Program

HURON, S.D. – The South Dakota State Fair is now offering free admission passes for the Read & Win program.

The State Fair is partnering with schools and public libraries to promote youth reading and honor outstanding academic achievement. The Read & Win program encourages summer reading as an incentive to children of all ages across the state to earn free admission to the State Fair. This unique opportunity can complement current reading programs or serve as the foundation for new reading activities.

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, please register no later than Monday, August 17.

The Read & Win program is sponsored by Midwest Bath.

In 2025, over 55 schools and libraries participated in the Read and Win program, providing 8,300 youth daily admission gate passes to young readers.

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 or check it out on [Facebook](#), [Instagram](#), and [X](#).