



DEPARTMENT of AGRICULTURE and NATURAL RESOURCES

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FOR IMMEDIATE RELEASE: Tuesday, July 15, 2025

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South Dakota State Fair Introduces Sensory-Friendly Morning For 2025

HURON, S.D. - The South Dakota State Fair is excited to announce the introduction of a sensory-friendly morning on Wednesday, August 27, offering a welcoming experience for children and adults with sensory sensitivities.

“Our goal is to ensure that everyone has an opportunity to enjoy the South Dakota State Fair,” **said Peggy Besch, South Dakota State Fair Manager.** “A sensory-friendly morning allows us to create a welcoming environment for all individuals and families.”

The sensory-friendly morning will run from 8 AM-12 PM on Wednesday, August 27. Visitors can enjoy special programming and a calmer environment as they explore the fairgrounds in a way that best suits their needs.

During the sensory-friendly morning, fairgoers can expect:

- Reduced noise and lights;
- Gentle animal interactions in a quiet, controlled space;
- A peaceful calming cottage to rest, reset, and recharge;
- Interactive, hands-on sensory activities for all ages and abilities;
- A fun and accessible scavenger hunt; and
- A specially modified carnival time.

For details on the sensory-friendly morning, visit

www.sdstatefair.com/entertainment/attractions/sensory-friendly-morning.

The 2025 South Dakota State Fair kicks off on Channel Seeds Opening Day, Wednesday, August 27, and runs through Monday, September 1. 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.