



NEWS RELEASE
For Immediate Release:
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Sioux Empire Fair Association
Jo Beal, Interim Fair Manager
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72nd Annual Sioux Empire Fair Attendance

SIOUX FALLS, S.D.

Attendance this year was 275,600, a 12.07% increase from the attendance in 2010. The ten year average is 262,629. This year, the Sioux Empire Fair achieved its second highest record of attendance in the last twenty years.

Clean fairgrounds, friendly staff, great weather, free Grandstand concerts, and new family entertainment all played a part in providing an appealing fair this year. The Sioux Empire Fair was bigger and better than ever; offering activities for everyone of every age.

The Grandstand concert Friday night, Hinder, showed a record attendance of 8,000. The artists were chosen through a careful selection of availability and a public poll on Facebook.

Jo Beal, Interim Fair Manager, states: "Due to the great community support and wonderful coverage from the media it was a phenomenal fair this year."

Here is a breakdown of each day's attendance:

	Tuesday	Wed	Thurs	Friday	Sat	Sunday	Total
2010	27,545	41,919	42,810	40,892	58,814	33,934	245,914
2011	31,441	46,410	46,246	47,926	65,334	38,243	275,600

The fairgrounds were donated to the people of Minnehaha County in 1938 by the W.H. Lyon family. The first fairs were held on this fairground in 1938–39. In 1940, the Sioux Empire Fair Association, Inc. was organized, a non-profit corporation for the purpose of conducting an ongoing fair. The Sioux Empire Fair is the largest fair in the state of South Dakota and has drawn nearly seven million visitors over its 72-year history.

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