



**NEWS RELEASE**  
**For Immediate Release:**  
**February 22, 2012**

**Sioux Empire Fair Association**  
**Scott Wick, Fair Manager**  
**(605) 367-7178**

### **73<sup>rd</sup> Annual Sioux Empire Fair Theme and Photo Contest**

SIOUX FALLS, S.D.

The Sioux Empire Fair Association Board voted on one of the more fun topics they discuss- fair theme. The 73<sup>rd</sup> Annual Sioux Empire Fair's theme is "It's a Love a Fair!" This play on words makes you think of why you love the fair.

What do you love about the fair? Whatever it is, we want to know! Submit a picture of your "love a fair" from one of the past 72 Sioux Empire Fairs. It could be a picture of a cow, carnival, horse race, concert, or anything that has happened here at the fair! To enter into the contest, please e-mail Jen at [jen@siouxempirefair.com](mailto:jen@siouxempirefair.com) or stop by the Fair Office in the Armory for a submission form.

First place will win gate admission for two people for every day of the fair. Second place will win five gate admission passes and third place will win two gate admission passes. All submission forms and photos are due April 30, 2012. Winners will be announced on the Sioux Empire Fair's Facebook page late spring. All pictures submitted may be displayed during this year's fair.

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Please contact Jen Devine at 605-367-7178 with any questions regarding this press release.