



**NEWS RELEASE
For Immediate Release:
December 28, 2011**

**Sioux Empire Fair Association
Jo Beal, Interim Fair Manager
(605) 367-7178**

Exciting Changes for the 2012 Sioux Empire Fair

SIOUX FALLS, S.D.

The December, 2011 Sioux Empire Fair Association Board meeting brought to the table some exciting and anticipated decisions regarding the 73rd Annual Sioux Empire Fair. The board had to decide on whether to extend the fair to cover two weekends or to keep to the traditional dates. With a list of pros and cons the board had much to discuss.

“Many hours were spent contacting vendors, supervisors, superintendents, exhibitors, past fair managers, other fair managers from surrounding areas, business leaders, county commissioners, and city councilors with the general consensus being they are excited to see the Sioux Empire Fair move towards an extended fair.” said Jo Beal.

The Sioux Empire Fair Association Board voted to extend the 73rd Annual Sioux Empire Fair to nine days, August 4-12, 2012. The decision may bring the opportunity to expand the carnival, host more diverse entertainment, and present the option of a split fair week to vendors and ground entertainment. This will allow returning guests to see a little something new the second half of the fair. Planning for the 73rd Annual Sioux Empire Fair is already in progress and those associated with the fair are ecstatic about the new changes. Returning options for the public at the 73rd Annual Sioux Empire Fair will be Business Lunch (free gate until 1 p.m. during the weekdays) and Grandstand Concerts free seat option with paid gate admission.

The Sioux Empire Fair Association Board offered Scott Wick the position of Sioux Empire Fair Manager for 2012. He will be responsible for the management of the Sioux Empire Fair and the W.H. Lyon Fairgrounds. Jo Beal will be continuing to volunteer as she assists her husband, Scott Wick.

“It was a very exciting six months in the volunteer position with my wife, Jo Beal. I am looking forward to the 2012 season and building on partnerships within the Sioux Empire and surrounding areas. The many activities and the expansion to a nine day fair will make for a very exciting 2012 season.” said Scott Wick.

#####

Please direct any questions relating to this press release to Jen Devine at the Sioux Empire Fair Association, Inc. (605-367-7178).