



**For immediate release
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**Sioux Empire Fair
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Sioux Empire Fair Announces Entertainment for the 70th Anniversary Fair

SIOUX FALLS, SD – The Sioux Empire Fair Association today announced performers lined up for the 70th Anniversary Sioux Empire Fair this summer. Acts will include country stars Big and Rich with Cowboy Troy, the incomparable Alice Cooper and Peter Frampton. More acts are being booked.

“We’re very proud of our talent line-up this year, and we’re continuing to add more. We are also negotiating with a very hot rock band,” said Dr. Tryg Fredrickson, recently designated interim Chief Executive of the Sioux Empire Fair Association.

Despite some recent negative press, the Sioux Empire Fair is alive and well as it enters its 70th year. “We’re very excited about our 70th year. It’s a big milestone for us,” said Ron Wieman, Chairman of the Sioux Empire Fair Association. “We’ve got a terrific line-up of great entertainment, great rides and great food.”

Fairgoers will experience all of the favorite features they’ve come to expect from the Sioux Empire Fair, such as Old McDonald’s Farm for kids, the free Front Porch concert series, horse and livestock shows and 4H exhibits and the EXPO product gallery. Racing events are also on the ticket.

“We’re committed to making the 70th Sioux Empire Fair the best yet,” said Wieman.

As in the past, the Fair will take place at the W.H. Lyon Fairgrounds in Sioux Falls. Dates are August 11th through August 16th, 2009. Tickets for entertainment will go on sale later in April through Ticketmaster and at locations yet to be announced.

“The Fair has always been great place for people to come together and have fun with friends and family,” said Dr. Fredrickson. “It’s been a big event in South Dakota since 1939, and we’re dedicated to seeing that it stays that way for many years to come.”

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 is largest fair in the state of South Dakota and has drawn nearly 7 million visitors over its 70-year history.

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