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TIMED RELEASE: Monday, March 11, 2024

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South Dakota State Fair and DANR to Announce the DEXtravaganza Concert Act

HURON, S.D. –The South Dakota State Fair and The South Dakota Department of Agriculture and Natural Resources (DANR) are planning a major concert announcement for the grand opening event at the DEX in Huron.

The DEXtravaganza concert announcement will be made Friday, March 15 at 7 AM CDT.

“We are very excited that the flexibility the DEX provides allows us to bring such a high-profile entertainer to central South Dakota,” said DANR Secretary Hunter Roberts. “It’s going to be a festival-like atmosphere, complete with food trucks and a post-concert after-party. I can’t wait to see you there!”

The DEX is the new multipurpose facility replacing the Open Class Beef Complex destroyed by fire in 2020. The 150,000 square-foot open concept facility is capable of hosting a wide range of events including concerts, rodeos, and livestock and trade shows. The DEX’s expansive square footage without center beams makes it an ideal choice for major indoor events.

The DEXtravaganza concert, along with the success of recent events like the PRCA rodeo, showcase the versatility of the DEX and its impact not only on the South Dakota State Fair and the Huron community, but the entire state.