

# WISCONSIN STATE FAIR

AUGUST 1-11, 2024 Presented By  uscellular

FOR IMMEDIATE RELEASE

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## 2024: A RECORD-BREAKING YEAR FOR WISCONSIN STATE FAIR

**WEST ALLIS, Wis.** – Aug. 12, 2024 – After 11 incredible days of feeling good fun at the 173<sup>rd</sup> [Wisconsin State Fair](#), presented by UScellular, Wisconsin State Fair officials are ecstatic to announce a record-breaking **1,136,805** Fairgoers visited the annual event, beating the previous record of 1,130,572 from 2019.

“I am so proud of the State Fair Park staff, and thankful for our sponsors, vendors, exhibitors, and Fairgoers who helped make the 2024 Wisconsin State Fair so successful,” said Shari Black, Chief Executive Officer of State Fair Park. “The past few years we have focused on enhancing the State Fair Park experience and brand, as well as bringing additional value to our consumers. This year’s attendance and revenue are a testament to the hard work of everyone I mentioned, and I am truly grateful to work with such an amazing team.”

Chairman of the Board John Yingling added, “While the Wisconsin State Fair is often recognized as one of the top fairs in North America, breaking our own attendance record proves that we truly deserve this recognition. I believe we are the BEST State Fair in the country, and I’d like to thank the Fairgoers who joined us for the best 11 days of summer and congratulate the State Fair Park Board and staff. It is their passion and dedication that made this a record-breaking year.”

Well over **10,000 competitive exhibits** were judged with **9,800 exhibits** showcased in Grand Champion Hall alone. With an abundance of history to celebrate including 100 years of Cream Puffs, the inaugural History Walk was so popular, over **1,000 ribbons** were handed out to Fairgoers as they dove into the rich history of the State Fair.

This year saw extremely successful auctions once again, with the Governor’s Blue Ribbon Livestock Auction raising **\$426,750**. and the Blue Ribbon Dairy Products Auction raising a record-breaking **\$65,080**. A significant portion of funds raised at these auctions benefit Wisconsin’s youth agriculture programs and provide scholarships.

The Original Cream Puff Team served up **352,000 Original Cream Puffs this year**. An additional **21,000 Specialty Flavored Cream Puffs** were dished out to Fairgoers looking for a delightful new twist on State Fair’s favorite dessert. The Sporkies and Drinkies, Wisconsin State Fair’s food and non-alcoholic beverage competition, saw many innovative savory and sweet dishes with the first-place award going to Saz’s BBQ. Saz’s served **over 28,000 orders of Deep-Fried Lemonade Bites** and the now two-time Drinkies winner, Old Fashioned Sipper Club, served nearly **9,000 Fairway Fusions**.

**Eleven families** were crowned the **UScellular Fairgoers of the Day** in a brand-new program to surprise and delight Fairgoers who embody the Fair spirit. As the presenting sponsor of the State Fair, UScellular continues to put Fairgoers first with exciting and interactive activations throughout the 11 days. New this year as well, the Cream Puff Lovin’ Celebration, presented by UW Credit Union, highlighted every aspect of Cream Puff fun from eating contests and dance parties as well as honoring the Kremer family and Wisconsin Bakers Association for bringing the Cream Puff to the Wisconsin State Fair.

Fairgoers were truly feeling good at the 2024 Wisconsin State Fair. From amusement fun to good Wisconsin eats, Fairgoers enjoyed **over 90,000 trips over the State Fair on the SkyGlider** and **over 35,000 potatoes served from the Wisconsin Products Pavilion**. The Wisconsin State Fair team is already busy preparing for the 2025 event, which will take place **Thursday, July 31 – Sunday, August 10, 2025**.

**About the Wisconsin State Fair**

The 2025 Wisconsin State Fair, presented by UScellular®, will take place July 31 – August 10. The State Fair offers a unique experience to all who attend and is an exceptional value. Enjoy dozens of FREE entertainment stages, exciting rides and games in SpinCity, thousands of animals, endless family activities, events, contests, shopping vendors, and culinary delights. For more information, visit [WiStateFair.com](https://www.wisconsinstatefair.com) or follow us on [Facebook](https://www.facebook.com/wisconsinstatefair), [Instagram](https://www.instagram.com/wisconsinstatefair), and [X](https://twitter.com/wisconsinstatefair).

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