

WISCONSIN STATE FAIR

AUGUST 3-13, 2023 Presented By  uscellular

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION CONTACT:

Tess Kerksen, Director of Public Relations

414.588.1659 | Tess.Kerksen@WiStateFair.com

WISCONSIN STATE FAIR REVEALS OUTSTANDING ATTENDANCE

WEST ALLIS, Wis. – August 15, 2023 – The 172nd [Wisconsin State Fair](#), presented by UScellular, closed out on Sunday evening after 11 outstanding days. Wisconsin State Fair officials are delighted to announce **1,043,350** Fairgoers visited the annual event this year located just outside of Milwaukee.

“We’re blown away by the commitment our incredible Fairgoers, exhibitors, vendors, and staff have that continue to make the Wisconsin State Fair a time-honored tradition,” said Shari Black, Executive Director and CEO of Wisconsin State Fair Park. “Thank you to all who helped showcase our state during the best 11 days of summer.”

Over **10,000 competitive exhibit and animal entries** were judged and showcased at the year’s Wisconsin State Fair. Every corner of Wisconsin State Fair Park was well manicured with **nearly 24,000 plants**, cared for by our in-house flower crew.

The Governor’s Blue Ribbon Livestock Auction raised a record-breaking **\$403,150**; the Governor’s Blue Ribbon Meat Products Auction raised more than **\$105,000**; and the Blue Ribbon Dairy Products Auction raised **\$50,155**. A significant portion of funds raised at these auctions benefit Wisconsin’s youth agriculture programs and provide scholarships.

The Wisconsin Bakers Association served **307,000 Original Cream Puffs** to Fairgoers, ready to get their taste of Wisconsin’s most iconic dessert. The Sporkies, the Wisconsin State Fair food competition, celebrated a decade of serving up incredible Fair dishes. WürstBar served **nearly 25,285 orders of Beer Cheese Wisconsin Lava Cakes** as the first place Sporkies winner and Old Fashioned Sipper Club served **9,342 Ferris Mules** as the first place inaugural Drinkies winner.

The 2023 Wisconsin State Fair truly offered something for everyone. With **nearly 100,000 rides on the Giant Slide** to **25,000 visits to the all-new spectacular Cirque at the Fair attraction** to the nostalgia of the first bite of that Original Cream Puff, the old and new blend seamlessly at the Wisconsin State Fair. The Wisconsin State Fair team is already busy preparing for the 2024 event, which will take place Thursday, Aug. 1 – Sunday, Aug. 11, 2024.

About the Wisconsin State Fair

The 2024 Wisconsin State Fair, presented by UScellular, will take place Aug. 1 – 11. 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](#) or follow us on [Facebook](#), [Instagram](#), and [Twitter](#).

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