

# WISCONSIN STATE FAIR

AUGUST 1-11, 2024 Presented By  uscellular

## FOR IMMEDIATE RELEASE

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## NATIONAL CREAM PUFF DAY KICKS OFF 100<sup>TH</sup> ANNIVERSARY CELEBRATION OF ORIGINAL CREAM PUFFS®

**WEST ALLIS, Wis.** – December 28, 2023 – Join the [Wisconsin State Fair](#) and [Original Cream Puffs](#) in kicking off an iconic year of celebration on **January 2, 2024**: National Cream Puff Day. This National Cream Puff Day begins the year-long 100<sup>th</sup> Anniversary Celebration of the iconic Cream Puff. This year is sure to be filled with delicious surprises, time-honored traditions, and a few messy faces as Fairgoers indulge in this Wisconsin staple.

National Cream Puff Day is a nation-wide food holiday celebrated every year on January 2. The Cream Puff is Wisconsin State Fair's beloved dessert; plus, the most popular food item among attendees at the State Fair.

This exciting day marks the kickoff to the 100<sup>th</sup> Anniversary Celebration of the Original Cream Puff. The Wisconsin State Fair and the entire bakery team is already gearing up for this anniversary. Fairgoers can expect fun, new flavors and exciting events ahead that celebrate 100 years of baking and serving Cream Puffs.

In honor of this epic year, specialty Cream Puffs will be available for pre-order to celebrate St. Patrick's Day! The incredible flavors will be announced at a future date, so mark your calendars for **March 15 - 17, 2024**. Watch for more details regarding this limited time drive-thru event coming soon.

To sweeten this anniversary celebration, Wisconsin State Fair and Original Cream Puffs will be giving away ten vouchers for a free 6-pack of Original Cream Puffs redeemable during the 2024 Wisconsin State Fair. Head to the [Original Cream Puffs Facebook page](#) to see more details on how to enter on January 2.

Who can think of Cream Puffs without thinking about the best 11 days of summer? In celebration of this monumental anniversary, Wisconsin State Fair will extend their holiday sale through National Cream Puff Day, January 2 until 11:59 p.m. This sale not only includes the best prices on State Fair tickets, but unbeatable prices on Cream Puff 6-packs. Stock up now and save big with all deals available at [WiStateFair.com](#).

### **About the Wisconsin State Fair**

The 2024 Wisconsin State Fair, presented by UScellular®, takes 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 [X](#).

### **Original Cream Puffs®**

Since 1924, the Wisconsin State Fair and the Wisconsin Bakers Association have teamed up to operate the Original Cream Puff Bakery. The Wisconsin Baker's Association proudly manages the operation while the Wisconsin State Fair supports the operation. Approximately 200 employees, commonly known as "Team Cream

Puff,” work seven days a week during the two-week span the State Fair is held to create, bake, and sell Original Cream Puffs to hungry Fairgoers. With an average of 30,000 Cream Puffs sold per day, the Original Cream Puff is the signature dessert item at the State Fair.