

WISCONSIN STATE FAIR

AUGUST 1-11, 2024 Presented By  uscellular

FOR IMMEDIATE RELEASE

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WISCONSIN STATE FAIR ANNOUNCES NEW PARTNERSHIP WITH UW CREDIT UNION

Fairgoers can look forward to a brand-new event plus surprise and delights in this sweet partnership

WEST ALLIS, Wis. – June 11, 2024 – Today, [Wisconsin State Fair](#) officials are proud to announce a multi-year partnership with [UW Credit Union](#) that celebrates the Cream Puff legacy for Fairgoers of all ages. UW Credit Union will be the title sponsor of the [Cream Puff Lovin' Celebration](#), which will take place on Saturday, August 10 at Wisconsin State Fair along with other exciting perks all summer long.

“We’re thrilled to begin a new partnership with UW Credit Union, a Wisconsin brand that loves the iconic Cream Puff just as much as we do,” said Wisconsin State Fair Park CEO Shari Black. “Partnering with an organization dedicated to creating fun, meaningful experiences in the community makes for a perfect match for our Fairgoers and UW Credit Union members alike.”

The Cream Puff Lovin' Celebration, presented by UW Credit Union invites all to join in celebrating 100 spectacular years of Cream Puffs! From entertainment to visits from the Original Cream Puffs' mascot, Cravin' D. Cream Puff, this event will be a must-do for all Fairgoers. Located in Central Park on Saturday, August 10, this experience will be a momentous grand finale to the year-long celebration of 100 years of the Cream Puff and capstone to a fantastic State Fair.

“The Wisconsin State Fair is synonymous with Milwaukee summers, it’s something everyone can enjoy,” said UW Credit Union Chief Marketing Officer Anne Norman. “This milestone year is the perfect start to this partnership and a great opportunity to bring the quintessential Fair food to the forefront. We look forward to extending Fair perks through our growing branch network and spreading the Cream Puff love.”

UW Credit Union currently operates [13 branches in the Milwaukee area](#). The team will unveil a series of State Fair-themed surprise and delights leading up to the August 10 celebration. Plus, UW Credit Union sweetens the deal of this centennial milestone by providing the first 100 Fairgoers in line at the Original Cream Puff Pavilion with a free Original Cream Puff each morning of the State Fair! The community will see UW Credit Union’s presence all over the city this summer, including branding on Wisconsin State Fair Park’s marquee sign.

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](#).

About UW Credit Union

UW Credit Union is a growing, federally insured financial institution and a leading provider of a full range of financial services to University of Wisconsin communities. UW Credit Union's more than 900 employees serve the financial needs of nearly 333,000 members through world-class technology systems and through a convenient network of 33 branch locations and over 100 ATMs. With \$5 billion in assets, UW Credit Union is ranked nationally among the leading credit unions. Founded more than 90 years ago by members of the University of Wisconsin faculty and staff, UW Credit Union continues to operate as a not-for-profit, member-owned financial cooperative with locations in the Madison, Milwaukee, Stevens Point, Green Bay, Oshkosh, Whitewater, and La Crosse areas. For more information, visit www.uwcu.org or follow the credit union on [Facebook](#), [Instagram](#) and [X](#).

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