

WISCONSIN STATE FAIR

AUGUST 1-11, 2024 Presented By 

Media Advisory

To: Assignment Editors, Producers, Reporters

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Date: Thursday, June 20, 2024

UNBEATABLE DISCOUNTS AND EXTRAORDINARY EXPERIENCES AT WISCONSIN STATE FAIR, THANKS TO INCREDIBLE PARTNERS

Thursday, August 1

[Piggly Wiggly \\$5 Day, benefiting Hunger Task Force](#) – Promotion runs 10 a.m. – 4 p.m.

Piggly Wiggly and Hunger Task Force are proud to give Fairgoers the opportunity to get into the State Fair for just \$5. Donate two cans of healthy fruits or vegetables or make a cash donation outside of any State Fair admission entrance to receive an admission ticket into the State Fair for \$5 per ticket.

Friday, August 2

[Celebrate Wisconsin Day, presented by Travel Wisconsin](#) – Promotion runs 10 a.m. – 6 p.m.

Here's to the art of summering in Wisconsin. Days filled with sunshine, live music, and unforgettable memories — like exploring the State Fair with family and friends! Thanks to Travel Wisconsin, out-of-state Fairgoers will receive two admission tickets for just \$18 (\$18 in savings). To participate, Fairgoers must present an out-of-state ID at any ticket window on Friday, August 2. Then, stop by the Travel Wisconsin display in the Wisconsin Products Pavilion for more travel tips on exploring our great state of Wisconsin.

Sunday, August 4

[Veterans & Military Recognition Day](#) – Promotion runs 10 a.m. – 4 p.m.

Join us on the first Sunday of State Fair, to celebrate veterans and military personnel for their dedication to our country and freedom. As a thank you, all veterans, military personnel, and their family members will receive FREE admission when a military ID (DD214, VA ID, Military Common Access Card, or dependent ID) is presented at any ticket window on Sunday, August 4. Veterans and military personnel along with up to three family members will receive FREE admission with a limit of four admissions per ID.

CENTRAL PARK ACTIVATION: Fairgoers are encouraged to visit Central Park for activities from 10 a.m. – 4 p.m., including a Veterans & Military Resources Expo. Plus, the *Remembering Our Fallen Memorial*, a national memorial that honors our country's military members and their service through impactful photography displayed on 34 Tribute Towers, can be found at the south end of the Exposition Center.

Tuesday, August 6

[Milwaukee Bucks Kid's Day](#) – Promotion runs July 1 – 31

In the month of July, young Bucks fans can receive a FREE State Fair youth admission ticket after signing up for Bango's Kids Club, presented by BMO. Find details starting July 1 [here!](#)

CENTRAL PARK ACTIVATION: The Milwaukee Bucks are bringing the energy of Fiserv Forum to the State Fair with a day of activities that will have Fairgoers chanting "Fear the Deer!" Enjoy performances from the Bucks Entertainment Network, score a high-five from Bango and the Wisconsin Herd's mascot Pointer, take home a souvenir craft on-a-stick, put your NBA 2K skills to the test, enjoy music played by the Bucks DJs, and purchase some new gear from the mobile Bucks Pro Shop, too from 10 a.m. – 4 p.m.

Wednesday, August 7 – [Meijer Day](#) – Promotion runs 10 a.m. – 4 p.m.

Meijer shoppers save \$5 on one adult admission ticket just for shopping at a Wisconsin Meijer store. To get this deal, present a Meijer receipt for a purchase of \$40 or more from Wisconsin Meijer stores dated between July 2 - August 7, 2024 at any ticket window on Wednesday, August 7. Limit one offer per receipt.

CENTRAL PARK ACTIVATION: Join the Meijer team in Central Park for children’s activities and giveaways from 10 a.m. – 4 p.m.

Thursday, August 8 – [Prairie Farms Dairy Day, Honoring Educators](#) – Promotion runs 10 a.m. – 4 p.m.

Prairie Farms Dairy honors educators by offering FREE State Fair admission to educators when they present their school-issued ID or name badge at any ticket window on Thursday, August 8. Limit one admission per ID. Then, check out Prairie Farms Dairy in places like the Wisconsin Products Pavilion and their interactive Dairy Lane display.

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](https://www.wisstatefair.com) or follow us on [Facebook](#), [Instagram](#), and [X](#).