



FOR IMMEDIATE RELEASE

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Wisconsin State Fair Celebrates 20 Years of Partnership with UScellular

UScellular and State Fair create new limited-edition cream puff flavor to honor decades-long partnership in 2025

WEST ALLIS, Wis. (June 11, 2025) —With just 50 days until the [Wisconsin State Fair](#), UScellular and State Fair officials are ringing in 20 years of partnership with a special offering Fairgoers can really dig into.

There is no better way to enjoy the Wisconsin State Fair than with a Cream Puff and UScellular has whipped up a mouth-watering flavor for Fairgoers to dig into: Celebration Strawberry! This sweet treat will feature a perfectly baked pastry shell paired with the most delightful, light strawberry cream – and it wouldn't be a celebration without the signature red and blue UScellular sprinkles. The UScellular Celebration Strawberry Cream Puffs will be available in limited quantities each day during the 2025 Wisconsin State Fair.

"UScellular is in the business of making connections – a specialty for us here at Wisconsin State Fair," said Shari Black, CEO of Wisconsin State Fair Park. "That shared vision has guided this two-decade long partnership to deliver fun for our Fairgoers year over year."

"The Wisconsin State Fair is an annual tradition beloved by our customers, community and associates alike. To have had a role in making genuine connections at the State Fair for 20 years is an honor," said Marlon Bailey, director of sales and operations in Wisconsin at UScellular. "What better way to celebrate the occasion than with a specialty Cream Puff flavor never before offered at State Fair."

Additionally, Fairgoers won't want to miss the opportunity to recharge at the newly updated US Mode Lounge at the UScellular Terrace. There will be returning activities like the fan-favorite Cow Crash, a slingshot game with a Fair twist, comfortable lounge seating, and new interactive stations. Fairgoers can take advantage of a photo-op with a SkyGlider seat and a mural that maps out a perfect State Fair day.

Both State Fair and UScellular are proud to bring connection to our community. To give back, each day of the State Fair one lucky group will be selected to become the honorary Fairgoers of the Day! Fairgoers of the Day not only receive awesome perks like State Fair swag and tickets, but also the ultimate bragging rights.

The Wisconsin State Fair is the place to make memories. UScellular encourages our Fairgoers to take a break from their screens, turn on US Mode, and enjoy everything the State Fair has to offer – in real life.

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About UScellular

UScellular is the fourth-largest full-service wireless carrier in the United States, providing national network coverage and industry-leading innovations designed to help customers stay connected to the things that matter most. The Chicago-based carrier provides a strong, reliable network supported by the latest technology and offers a wide range of communication services that enhance consumers' lives, increase the competitiveness of local businesses and improve the efficiency of government operations. Through its [After School Access Project](#), the company has donated more than \$30 million in hotspots and service to help youth connect to reliable internet. To learn more about UScellular, visit one of its retail stores or www.uscellular.com. To get the latest news, visit newsroom.uscellular.com.

About the Wisconsin State Fair

The 2025 Wisconsin State Fair, presented by UScellular®, takes 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](#), [Instagram](#), and [X](#).