

WISCONSIN STATE FAIR

JULY 31-AUGUST 10, 2025 Presented By 

To: Assignment Editors, Producers, Reporters & Lovers of Fun

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Date: Tuesday, July 1, 2025

PERFECT PARTNERSHIPS ENHANCE THE WISCONSIN STATE FAIR EXPERIENCE IN ALL-NEW WAYS
Plus, incredible discounts for Fairgoers to enjoy!

Thursday, July 31

[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 experience 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 1

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

Here's to days together at the Wisconsin State Fair! Thanks to [Travel Wisconsin](#), out-of-state Fairgoers will receive two admission tickets for just \$20 (\$20 in savings). To participate, Fairgoers must present an out-of-state ID on Friday, August 1. Then, stop by the Travel Wisconsin display in the Wisconsin Products Pavilion for more travel tips on exploring our great state of Wisconsin.

CENTRAL PARK ACTIVATION: Head over to Central Park for [Snap-on Milwaukee Mile 250 Day](#) from 10 a.m. - 3p.m.! Here you'll find an INDYCAR photo-op, racing-themed activities, a surprise INDYCAR driver, and exciting info about the Snap-on Milwaukee Mile 250 Weekend coming to the Milwaukee Mile, August 23-24, 2025.

Sunday, August 3

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

Join us on the first Sunday of the 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 up to three family members will receive FREE admission with a military ID (DD214, VA ID, Military Common Access Card, or dependent ID) on Sunday, August 3.

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.

Monday, August 4

[Network Health Day](#) – Activation runs 10 a.m. – 3 p.m.

CENTRAL PARK ACTIVATION: Join Network Health for games and giveaways, free face painting, and information about Network Health in Central Park from 10 a.m. – 3 p.m.

Tuesday, August 5

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 [here](#)!

CENTRAL PARK ACTIVATION: From 10 a.m. – 4 p.m., [Milwaukee Bucks](#) fans are invited to enjoy performances from the Bucks Entertainment Network, score a high-five from Bango and the Wisconsin Herd's mascot Pointer, take home a State Fair-themed souvenir, and purchase some new gear, too.

Wednesday, August 6

Meijer Day – Promotion runs 10 a.m. – 4 p.m.

Meijer shoppers can 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 any Wisconsin Meijer store dated between July 31 - August 6, 2025, on Wednesday, August 6. 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 7

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 on Thursday, August 7. Limit one admission per ID. Then, check out Prairie Farms Dairy in places like the Wisconsin Products Pavilion, their interactive Dairy Lane display, or by enjoying a delicious Original Cream Puff!

Friday, August 8

Piggly Wiggly Day

CENTRAL PARK ACTIVATION: Join Piggly Wiggly for a day full of family fun at the Wisconsin State Fair! Head to Central Park for a full day of family fun, kids' games, and FREE samples from your favorite Piggly Wiggly brands from 10 a.m. – 4 p.m.!

Saturday, August 9

Cream Puff Lovin' Celebration, presented by UW Credit Union – Activation runs 10 a.m. – 3 p.m.

CENTRAL PARK ACTIVATION: Fairgoers will enjoy a spectacular celebration of State Fair's iconic treat, Original Cream Puffs, on Saturday, August 9 from 10 a.m. – 3 p.m.! With family-friendly activities and entertainment, including the highly anticipated Fairgoers Cream Puff Eating Contest, the Cream Puff Lovin' Celebration, presented by UW Credit Union, will be one to remember.

Sunday, August 10

Wisconsin State Fair Park Foundation Day

CENTRAL PARK ACTIVATION: Whether you're enjoying an ice-cold glass from the Milk House, a Dairyland Shake Shop chocolate shake, or a Blue Ribbon Brownie, know that your sips and bites are supporting the Wisconsin State Fair Park Foundation! You can even become an official "Friend of the Fair" and receive great benefits; plus, the pride in knowing your support helps to enrich and preserve the State Fair for generations to come.

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