

WISCONSIN STATE FAIR

JULY 31-AUGUST 10, 2025

Presented By  uscellular

THANK YOU FOR THE 2025 WISCONSIN STATE FAIR

WEST ALLIS, Wis. – Aug 15, 2025 – While the 174th [Wisconsin State Fair](#), presented by UScellular ended sooner than expected, the entire Wisconsin State Fair Park team is filled with gratitude for the incredible days shared together. As Wisconsin State Fair officials develop an exchange program for tickets and vouchers from Sunday's canceled Fair day to be swapped out for the 2026 Wisconsin State Fair equivalent, updates on the Exchange Program can be found on the Wisconsin State Fair's [website](#).

"Our team, vendors, exhibitors, and of course, our Fairgoers look forward to the 11 days of State Fair all year long, and to have that cut short by a 1,000-year rain event is heartbreaking," said Shari Black, Chief Executive Officer of Wisconsin State Fair Park. "While the end of this State Fair is not what we had hoped for, the 10 days that we came together to celebrate Wisconsin was truly unforgettable. We are so grateful for the support from around the state of Wisconsin over the last few days and look forward to continuing hosting events that benefit the local economy and community as we recover together."

[Attendance numbers](#) are in for the **10 days** of the 2025 Wisconsin State Fair and totaled up to **892,968** visits to the annual event.

An incredible **10,676 competitive exhibits** were judged with thousands of these exhibits showcased in Grand Champion Hall, including a record number of quilt entries proudly displayed in the rafters of the over 100-year-old building. On top of that, **2,100 Agriculture Exhibitors** participated in the many shows, and our behind-the-scenes crew delivered over **4,300 bags of shavings** to exhibitors.

This year brought successful auctions once again with the [Governor's Blue Ribbon Livestock Auction](#) raising **\$381,350** and the Blue Ribbon Dairy Products Auction raising a record-breaking **\$81,000**. A significant portion of funds raised at these auctions provide scholarships and benefit Wisconsin's youth agriculture programs.

Thrills and incredible eats landed on the highlight reel as Fairgoers enjoyed **over 81,659 slides down the Giant Slide** and **devoured 31,855 potatoes from the Wisconsin Products Pavilion**. Team Cream Puff served over **330,000 Original Cream Puffs** this year - all produced in the newly renovated Dairy Building.

Fairgoers from across the country were delighted by the 12th annual Sporkies and 3rd annual Drinkies, Wisconsin State Fair's food and non-alcoholic beverage competition. The celebrity panel of judges tasted innovative dishes with the first-place Golden Spork Award going to Lumpia City from Waterford, WI. The team at the Filipino-American fusion vendor served **15,700 orders of Ube Butter Banana French Toast Lumpia**. Plus, the Drinkies winner from the new Rock & Roll Beer Garden served **8,672 Purple Rain Refreshers**, adorned with glitter and topped with cracking Pop Rocks.

The State Fair and Original Cream Puff teams wanted to find a way to make up for Sunday's lost time and puffs. On Friday, August 22, Fairgoers are invited to the **Original Cream Puffs Drive-In** from 7am-5pm! Fairgoers should come to Wisconsin State Fair Park to get Original Cream Puffs from The Dairy Building's North pick up windows. Fairgoers are welcome to use their unused 2025 Cream Puffs vouchers at this special event or pre-order [here](#).

Can't make the Friday Drive-In? Make a pit stop at the [Snap-on Milwaukee Mile 250](#) INDYCAR Race Weekend and grab Original Cream Puffs from the to-go location on Grandstand Avenue. Whether you are roaming the Free Fan Zone surrounding the race or heading into the Grandstands to watch the fastest weekend in Wisconsin on America's legendary oval, there's nothing sweeter than enjoying it all with an iconic Cream Puff in hand.

The Wisconsin State Fair team is busy preparing State Fair Park for the Snap-on Milwaukee Mile 250 taking place on Saturday, August 23 – Sunday, August 24. And of course, the team is already in throes of planning next year's monumental 175th Wisconsin State Fair, **Thursday, August 6 – Sunday, August 16, 2026.**

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About the Wisconsin State Fair

The 2026 Wisconsin State Fair, presented by UScellular®, celebrates 175 years centered around State Fair stories and timeless traditions, August 6 – August 16. This milestone anniversary State Fair offers one-of-a-kind experiences and exceptional value for all who attend. Enjoy dozens of free entertainment stages, thrilling rides and games in SpinCity, thousands of animals, countless family-friendly activities, unique shopping, and culinary creations you can only find here. For more information, visit [WiStateFair.com](https://www.wisconsinstatefair.com) or follow us on [social media](#).