

WISCONSIN STATE FAIR

JULY 31-AUGUST 10, 2025

Presented By  uscellular

FOR IMMEDIATE RELEASE

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WISCONSIN STATE FAIR NOMINATED AS BEST STATE FAIR

Help Wisconsin take home the title of best State Fair at USA TODAY 10Best Readers' Choice Awards by voting every day through July 28

WEST ALLIS, Wis. – July 15, 2025 – Wisconsinites know that the 11-day run of the Wisconsin State Fair is a summer highlight not to be missed. And now Wisconsinites have the chance to let everyone know the Wisconsin State Fair is the cream of the crop. [The USA TODAY 10BEST Readers' Choice Awards](#) highlight top-notch attractions and businesses, providing readers with trusted recommendations. USA TODAY just announced that their team of editors, along with a panel of subject matter experts, have chosen the [Wisconsin State Fair](#) as a nominee for Best State Fair.

Polls are now open, and fans of the Wisconsin State Fair are invited to vote early and vote often at <https://api.10best.com/qr/50598/>.

“Our dedicated team works tirelessly year-round to help create lifelong memories for our Fairgoers,” said Shari Black, CEO of the Wisconsin State Fair Park. “And we are grateful that the editors of USA TODAY have identified us as a top Fair. Our unique location – just minutes from downtown Milwaukee – combined with the amazing partners and vendors truly makes our State Fair one of the most unique Fairs in the country. Now it’s time to let the world know that our recipe of amazing music, top-notch attractions, the best animal shows, and so much more – all at -friendly prices – makes Wisconsin State Fair the best of the best.”

The Wisconsin State Fair draws more than a million attendees annually and is among the most attended State Fairs in the country. Its mission is to celebrate the best of Wisconsin by highlighting agriculture and other industries paramount to Wisconsin’s rich history and promising future. With tons of family-friendly, affordable, and educational activities available for all Fairgoers, the Wisconsin State Fair works to create lasting memories and traditions that are cherished for generations.

Individuals 18 years and older may vote once a day until the July 28 deadline. The top 10 winners, as ranked by USA TODAY 10BEST readers, will be announced on August 6 at noon CT. Official voting rules can be found at <https://10best.usatoday.com/awards/rules/>.

Mark your calendars for the Wisconsin State Fair – the best 11 days of summer – when it kicks off on Thursday, July 31 and runs through Sunday, August 10.



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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 social media [here](#).