



**FOR IMMEDIATE RELEASE**

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**WISCONSIN STATE FAIR IS PROUD TO WELCOME T-MOBILE AS THE PRESENTING SPONSOR**

The partnership builds on UScellular's two decades of supporting the State Fair

**WEST ALLIS, Wis.** (March 10, 2026) — [Wisconsin State Fair](#) officials are rolling out the magenta carpet to announce a new partnership with T-Mobile as the presenting sponsor of the Wisconsin State Fair. Now that UScellular is part of the T-Mobile family, T-Mobile and Wisconsin State Fair will celebrate what brings us all together – whether it's a funny group chat or a fun-filled day at the Fair. Because in Wisconsin, life really is better together.

The partnership builds on UScellular's two decades of supporting the State Fair. Fairgoers won't want to miss T-Mobile's on-site Magenta experience, and their take on popular Wisconsin State Fair traditions – with more details to come.

"Our Fair has always been rooted in community, family, and fun – and this partnership reflects those same values," said Shari Black, CEO of Wisconsin State Fair. "As we get set to celebrate 175 years of celebrating together, we are excited to work with partners who share our passion for connecting people and celebrating all the things that make Wisconsin unique. Working with T-Mobile ensures that we can deliver an amazing experience for our Fairgoers."

Visit [WiStateFair.com](#) to discover more about the 2026 Wisconsin State Fair and how you can join in the 175<sup>th</sup> celebration. To learn more about all the benefits of being with T-Mobile, visit [www.t-mobile.com/membership](http://www.t-mobile.com/membership).

**About the Wisconsin State Fair**

The 2026 Wisconsin State Fair, presented by T-Mobile, will take place August 6–16, 2026. 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](#) or follow us on [social media](#).

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