



Media Advisory

To: Assignment Editors, Producers & Reporters

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WISCONSIN STATE FAIR PARTNERSHIPS ENHANCE THE STATE FAIR EXPERIENCE WITH EXCITING ATTRACTIONS AND EXCLUSIVE DISCOUNTS

Thursday, August 6

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 get into State Fair for just \$5 on Opening Day! Donate two nonperishable items (canned fruits in their own juice and low-sodium vegetables are appreciated) or make a cash donation to Hunger Task Force outside of any State Fair admission entrance and receive a voucher to purchase admission for \$5 for Thursday, Aug. 6.

Friday, August 7

Celebrate Wisconsin Day, presented by Travel Wisconsin – Promotion runs 10 a.m. – 6 p.m.

Here's to the art of summering in Wisconsin. Days filled with sunshine, live music and unforgettable memories – like exploring State Fair with family and friends! Buy two adult admission tickets for just \$20 (a \$20 savings) when you present your out-of-state ID at any ticket window on Friday, Aug. 7 from 10 a.m. to 6 p.m. only, thanks to Travel Wisconsin. Then, stop by the Travel Wisconsin tourism booth in the Wisconsin Building for more travel tips on exploring our great state!

Sunday, August 9

Network Health Military Appreciation Day – Promotion runs 10 a.m. – 4 p.m.

Join Network Health to recognize all veterans, military personnel, and Network Health members. As a thank you, all veterans, military personnel, and their families will receive free admission to State Fair when you present your Military ID at any ticket window from 10 a.m. – 4 p.m. only. Limit four admissions per ID. Network Health members are eligible to purchase up to four discounted tickets online. Visit the [Network Health Community Page](#) to purchase tickets.

CENTRAL PARK ACTIVATION: Join Network Health for activities, including a Veterans & Military Resources Expo from 10 a.m. – 4 p.m. An exclusive giveaway awaits any military, veteran and Network Health members when they stop by the Network Health booth (while supplies last).

Monday, August 10

Senior Day, presented by Capri Communities – Promotion runs 10 a.m. – 4 p.m.

Capri Communities, Wisconsin's largest senior living provider, is proud to offer adults 60 and older discounted admission of \$7 on Monday, Aug. 10 when you present your ID at any ticket window from 10 a.m. – 4 p.m. only. Limit one admission per ID.

CENTRAL PARK ACTIVATION: Visit Capri in Central Park between 10 a.m. – 4 p.m. for free and fun games

for the whole family, including a virtual-reality experience, balloon artist, fortune telling, button making and much more. Stay cool in their mister zone and enjoy live performances on the Central Park stage by popular senior performing groups as well as a rousing rendition of “Are You Smarter than a Senior?” emceed by [620 WTMJ’s Steve Scaffidi](#) at 12:15pm.

Tuesday, August 11

[Milwaukee Bucks Kids Day](#) – Promotion runs July 1 – 31

Enjoy Wisconsin State Fair with the Milwaukee Bucks with a slam-dunk admission promotion for families! Members of Bango’s Kids Club presented by BMO can score a FREE State Fair youth admission ticket in the month of July.

CENTRAL PARK ACTIVATION: The Milwaukee Bucks are bringing the energy of Fiserv Forum to State Fair with a day of activities that will have you chanting “Fear the Deer” in Central Park on Tuesday, Aug. 11 from 10 a.m. – 4 p.m. Enjoy performances from the Bucks Entertainment teams, score a high five from Bango, take home a State Fair-inspired souvenir, shop fresh gear and more. Bring all your *deer* friends and join in the festivities!

Wednesday, August 12

[Meijer Day](#) – Promotion runs 10 a.m. – 4 p.m.

Save \$5 on one adult admission ticket when you shop at Meijer! Present your Wisconsin Meijer store receipt of \$40 or more from a purchase between July 13 – Aug. 12, 2026, at any ticket window on Wednesday, Aug. 12 from 10 a.m. – 4 p.m. only. Limit one receipt per person. Meijer, a family-owned retailer, is happy to continue to bring you great food, great brands, great savings and great big smiles since 1934. Since opening its first Wisconsin supercenters in 2015, today Meijer operates a dozen stores in the state.

CENTRAL PARK ACTIVATION: Join Meijer for children’s activities and FREE giveaways in Central Park from 10 a.m. – 4 p.m. Plus, the Meijer Food Truck is making a stop to serve sweet treats.

Thursday, August 13

[Prairie Farms Dairy Day Honoring Educators](#) – Promotion runs 10 a.m. – 4 p.m.

Educators are eligible for FREE admission when they present their school-issued ID or name badge at any ticket window, courtesy of Prairie Farms Dairy, on Thursday, Aug. 13 from 10 a.m. – 4 p.m. Limit one admission per ID. Prairie Farms Dairy is an integral partner of State Fair, and their presence can be found in places like their booth in the Wisconsin Building and the interactive Dairy Lane exhibit. They even provide the cream used to create the delicious Original Cream Puffs. See how many times you can find them during your visit!

Friday, August 14

[Piggly Wiggly Day](#) – Promotion runs 10 a.m. – 4 p.m.

CENTRAL PARK ACTIVATION: Join Piggly Wiggly for family fun at the Wisconsin State Fair! Head to Central Park for kids games, FREE samples from your favorite Piggly Wiggly brands, and more from 10 a.m. – 4 p.m. Don’t miss the crowd-favorite Kemps Ice Cream Eating Contest — sign up from 10 a.m. – 1 p.m., contest kicks off at 2 p.m. It’s fun, fast, and delicious. Proudly serving Wisconsin since 1916 — local since forever. Piggly Wiggly – Shop the Pig!

Saturday, August 15

[Cream Puff Lovin’ Celebration, presented by UW Credit Union](#) – Promotion runs 10 a.m. – 2 p.m.

CENTRAL PARK ACTIVATION: Stop by Central Park for a spectacular celebration of State Fair’s iconic treat, Original Cream Puffs, on Saturday, Aug. 15 from 10 a.m. – 2 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. Plus, UW Credit Union sweetens the deal by providing the first 100 Fairgoers in line at the Dairy Building with a free Original Cream Puff each morning of the State Fair!

Sunday, August 16

Wisconsin State Fair Park Foundation Day

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 during the best 11 days of summer! You can even become an official "Friend of the Fair" and receive great benefits; plus, the pride in knowing you are supporting the Wisconsin State Fair Park Foundation. From honoring a loved one through a commemorative picnic table or bench, participating in an event, or making a donation, your gift will help us enrich and preserve the State Fair for generations to come. Visit wsfpfoundation.org to learn how you can make a difference.

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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