



Media Advisory

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

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Date: Monday, August 10, 2026

A LOOK AT THE WEEK AHEAD AT THE WISCONSIN STATE FAIR

With the first weekend in the books for the [Wisconsin State Fair](#), presented by T-Mobile, we look forward to an amazing week of activities, traditions, memories and Fair fun. There's still plenty of time to join the celebration of 175 years in the making and see why Wisconsin State Fair took home a second-place finish in [the USA TODAY 10BEST Readers' Choice Awards](#) competition for Best State Fair in the land.

Monday, August 10

Senior Day, presented by Capri Communities – Activities in Central Park run 10 a.m. – 4 p.m.

Fairgoers 60 and older can purchase Senior Day tickets for \$7 at admission entrances on Monday, August 10. No advance purchase is necessary or available, and a valid ID may be required to verify age eligibility. 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.

Featured Experiences

Fairest of the Fairs Reunion Day – (All Day)

Bank Five Nine Street Team – Bank Five Nine Amphitheater (noon – 3 p.m.)

Potawatomi Casino Hotel – Central Park (noon – 4 p.m.)

Experience Agriculture

11 a.m., 3 p.m. & 6 p.m. – Champions Challenge – Drill Team various classes

Competitive Exhibits

Plein Air at the Fair – All day – Seek out and find your favorite artists capturing your memorable State Fair moments as they paint with old and new sights. Visit the Exposition Center Lobby from August 11 – 16 to view and purchase a one-of-a-kind State Fair masterpiece. Pick up an original piece to add to your Fair-inspired art collection at home!

Live Entertainment

7:30 p.m. – [for KING + COUNTRY with Rachel Lampa](#) at the Bank Five Nine Main Stage at Wisconsin State Fair – *tickets available*

8 p.m. – [Herman's Hermits starring Peter Noone](#) at the Bank Five Nine Amphitheater with nightly entertainment presented by Leinenkugel's – *free show with State Fair admission*

Highlights of the Day

Sensory-Friendly SpinCity Morning – Wisconsin State Fair invites Fairgoers who may have sensory needs to come play games and experience thrills from 11 a.m. – 1 p.m. when lights, sounds, and announcements will be reduced in SpinCity. Please note: Some attractions are unable to be fully silenced. Operational noises and safety-related announcements will be noticeable.

Wisconsin Public Radio live broadcast – Experience Wisconsin Public Radio as they broadcast live at the Wisconsin State Fair from 11 a.m. – 1 p.m. Fairgoers can stop by to enjoy engaging conversations, local stories and a unique behind-the-

scenes look at live radio.

Tuesday, August 11

[Milwaukee Bucks Kids Day](#) – Activities in Central Park run 10 a.m. – 4 p.m.

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!

Featured Brand Experiences

Bank Five Nine Street Team – Bank Five Nine Amphitheater (noon – 3 p.m.)

Potawatomi Casino Hotel – Central Park (noon – 4 p.m.)

Experience Agriculture

9:30 a.m. – Rabbit Hopping Competition – Straight Line

5:30 p.m. – Supreme Champion Breeding Beef & Sheep Selection, presented by Case IH

Competitive Exhibits in Grand Champion Hall

Noon – [Sandra Lee at State Fair](#) – Get ready to Mash, Muddle, and Make it Old Fashioned with lifestyle celebrity Sandra Lee! Sandra Lee will emcee the live culinary judging of a brand-new competitive contest – the Old Fashioned-Inspired Decadent Dessert Contest on Tuesday, August 11 at 12pm in Grand Champion Hall.

Live Entertainment

7:30 p.m. – [The Isley Brothers with the Commodores](#) at the Bank Five Nine Main Stage at Wisconsin State Fair – *tickets available*

8 p.m. – [Herman’s Hermits starring Peter Noone](#) at the Bank Five Nine Amphitheater with nightly entertainment presented by Leinenkugel’s – *free show with State Fair admission*

Highlights of the Day

[Crazy Grazin’ Day](#) (All Day) – Come hungry and try a variety of Fair foods available at more than 30 locations that offer smaller sizes of your favorite items at reduced prices! Eat up variety! These special offers allow you to try more incredible dishes and drinks at a discounted price. Pick up a Crazy Grazin’ brochure at any Information Center and look for posters displayed at participating vendors.

[Wisconsin State Fair Parade](#) (2:50 p.m.) – Join us for the return of the crowd-pleasing parade as it marches throughout State Fair Park on Tuesday, August 11 starting at 2:50pm. Root on the Fairest of the Fairs, rocking street entertainers, mascots, marching bands, and much more as we celebrate both 175 years of Wisconsin State Fair and the 250th anniversary of the United States.

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–August 12, 2026 at any ticket window on Wednesday, August 12 from 10am–4pm only. Limit one receipt per person. Then, join Meijer for children’s activities and FREE giveaways in Central Park from 10am–4pm. Plus, the Meijer Food Truck is making a stop to serve sweet treats. 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.

Bringing the Wisconsin State Fair to Children’s Hospital of Wisconsin

The Wisconsin State Fair will bring entertainers, Cream Puffs, and more as the Fairest of the Fairs and other State Fair staff visit [Children’s Wisconsin](#) in Milwaukee to deliver a little taste of the Wisconsin State Fair to those who can’t visit. Media welcome. [Please RSVP in advance.](#)

Featured Brand Experiences

Bank Five Nine Street Team – Bank Five Nine Amphitheater (noon – 3 p.m.)

Potawatomi Casino Hotel – Central Park (noon – 4 p.m.)

Experience Agriculture

6:30 p.m. – [Governor's Blue Ribbon Livestock Auction](#) – The Governor's Blue Ribbon Livestock Auction has been supporting Wisconsin youth actively involved in agriculture for 50 years. Our mission is to educate and encourage Wisconsin State Fair youth exhibitors to produce high-quality livestock that will provide wholesome and nutritious products while providing a platform for enhancing and strengthening the agriculture community of Wisconsin and fostering a better understanding of the agriculture industry throughout our society.

Competitive Exhibits in Grand Champion Hall

10:30 a.m. – 3:30 p.m. – Live Judging of [Grand Champion Eats & Treats](#) – Grand Champion Eats & Treats is all about the state's plethora of small-food businesses! Come sample Wisconsin's finest treats on Wednesday, August 12 from 10:30 a.m. – 3:30 p.m. as professional food companies across Wisconsin compete in the Grand Champion Eats & Treats event! Listen in on the judges' comments and meet the finest Wisconsin small-food businesses, sample their scrumptious products, and say yum in Grand Champion Hall.

Live Entertainment

7:30 p.m. – [John Mulaney: Mister Whatever](#) at the Bank Five Nine Main Stage at Wisconsin State Fair – *tickets available*

8 p.m. – [Hairbangers Ball](#) at the Bank Five Nine Amphitheater with nightly entertainment presented by Leinenkugel's – *free show with State Fair admission*

Highlight of the Day

[Exploratory Park](#) – Steer clear of the crowd and enjoy the quiet green space in Exploratory Park! Kids are sure to enjoy the sandbox, oversized chess board, hopscotch, bag toss and tree-lined playground area. Then, check out the new Birdhouse Boulevard with unique, handcrafted birdhouses right along the main path. Visit the History Display at the south end of the park, a wonderful place to reflect on the Wisconsin State Fair history – 175 years in the making.

Thursday, August 13

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

Educators are eligible for FREE admission when you present your school-issued ID or name badge at the ticket window, courtesy of Prairie Farms Dairy, on Thursday, August 13 from 10 a.m. – 4 p.m. only. 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!

Featured Brand Experiences

Bank Five Nine Street Team – Bank Five Nine Amphitheater (noon – 3 p.m.)

Potawatomi Casino Hotel – Central Park (noon – 4 p.m.)

Experience Agriculture

8 a.m. – Junior Beef Cattle Showmanship

1 & 7 p.m. – Belgian & Percheron Draft Horse Hitch Show

Competitive Exhibits in Grand Champion Hall

11 a.m. – Culinary Judging: Rooted in Tradition All Wisconsin Contests

5 p.m. – Orchid Demonstration

Live Entertainment

7:30 p.m. – [The All-American Rejects with Joyce Manor](#) at the Bank Five Nine Main Stage at Wisconsin State Fair – *tickets available*

8:30 p.m. – [Too Hype Crew](#) at the Bank Five Nine Amphitheater with nightly entertainment presented by Leinenkugel's – *free*

show with State Fair admission

Highlight of the Day

[Milking Parlor Demonstrations](#), courtesy of Wisconsin State Fair Dairy Promotion Board – At 11 a.m., 1, 3 & 5 p.m., cow milking demonstrations will happen at the milking parlor. This educational demonstration is a wonderful way for Fairgoers of all ages to see where their dairy comes from.

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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