



Media Advisory

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

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FINAL WEEKEND OF WISCONSIN STATE FAIR

It has been a remarkable 175th anniversary of Wisconsin State Fair thus far. And there's still time to visit and see why Wisconsin State Fair finished second in the nation in [USA TODAY 10BEST Readers' Choice Awards](#) for top state fairs. Be sure to come hungry as Wisconsin State Fair was also hailed by [Yelp users](#) as being the second-best fair for foodie adventures.

The days have been chock-full with activities, concerts, Giant Slide rides, so many new foods and great times had by Fairgoers creating new lifelong memories. If you haven't had your fill of the Fair just yet, we are officially kicking off the last three days of the 2026 Wisconsin State Fair today!

Friday, August 14

[Piggly Wiggly Day](#) – Activities run 10 a.m. – 4 p.m.

Join Piggly Wiggly for family fun at Wisconsin State Fair! Head to Central Park for a full day of kids games, FREE samples from your favorite Piggly Wiggly brands and more. 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!

Featured Brand Experiences

Frito-Lay Sampling – South SkyGlider Landing – 10 a.m. (while supplies last)

Animals Experiences

3:30 p.m. – Dog Sports Demonstration

6 p.m. – Champions Challenge – Hunter Over Fences – In this competition, horses and riders jump over elevated rails

Competitive Exhibits in Grand Champion Hall

1 & 2 p.m. – Homebrew demonstration

Live Entertainment

7:30 p.m. – [Lindsey Stirling with PVRIS](#) at the Bank Five Nine Main Stage at Wisconsin State Fair – *tickets available*

8:30 p.m. – [The Gufs](#) at the Bank Five Nine Amphitheater with nightly entertainment presented by Leinenkugel's – *free show with State Fair admission*

Daily at noon, 3 & 6 p.m. – [Cirque at the Fair](#) Watch incredible acts at Cirque at the Fair, a dazzling *free* show with brand-new acts here at Wisconsin State Fair! From high-wire balancing to a jaw-dropping knife-throwing act, this is one phenomenal performance you do not want to miss! Located just east of Entrance A on South Grandstand Avenue.

Shopping Highlight

Midwest Marketplace – Take a stroll through the Midwest Marketplace that offers custom-fitted toe rings, beach bags, handmade baskets and more specialty items. Located west of the Dairy Building in the Back Forty with entrances on First Street, Wetley Way and Main Street.

Highlight of the Day

[We Energies Energy Park](#) - There's so much to do! We Energies Energy Park features fun performances and exhibits in a clean, relaxed park setting from 10 a.m. – 6 p.m. daily. Pick up a bright orange wristband that holds your child's identification and your phone number that State Fair Park police can use if your child gets lost at the Fair. Learn to stay safe around electricity and natural gas with interactive games. Get horticulture tips and stroll through amazing gardens. Participate in exciting mystery shows. Plus, visit Make a Solar Power Pollinator, in partnership with Discovery World, for a fantastic activity. Located on Wetley Way at Center Street.

Saturday, August 15

[Cream Puff Lovin' Celebration, presented by UW Credit Union](#) – Activities run 10 a.m. – 2 p.m.

Stop by Central Park for a spectacular celebration of State Fair's iconic treat, Original Cream Puffs. 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 State Fair!

Featured Brand Experiences

Oscar Mayer Wienermobile – Wisconsin Way between the Coliseum & Wisconsin Building – 10 a.m.

Experience Agriculture

5:15 p.m. – All-Breed Futurity "Cow Prom"

7:30 p.m. – Champions Challenge – Trail – In this competition, horses and riders maneuver through a series of obstacles.

Competitive Exhibits in Grand Champion Hall

Noon – [Wisconsin County Fair Outrageous Oatmeal Cookie & Patriotic Photo](#) – Watch judges savor and critique the prize-winning culinary entries and more from State Fair exhibitors who enter their best recipes to compete for top awards from brands and associations from all over the state.

Live Entertainment

7:30 p.m. – [AJR with Em Beihold](#) at the Bank Five Nine Main Stage at Wisconsin State Fair – *tickets available*

8 p.m. – [Let's Sing Taylor – An Unofficial Live Tribute Show](#) at the Bank Five Nine Amphitheater with nightly entertainment presented by Leinenkugel's – *free show with State Fair admission*

Shopping Highlight

Central Marketplace – Bringing the shop to "Sips, Sounds and Shops," the Central Marketplace has a new look and a new vibe truly focused on small business! Located in the Bank Five Nine Amphitheater with entrances on Second Street, Central Avenue, Benno's Micro Alley and Grandstand Avenue.

Highlight of the Day

[The Wisconsin State Fair Foundation Milk House](#) - Presented by Gruber Law Offices, LLC, the Milk House is ready to bring you traditional and not-so-traditional flavors of cool, refreshing milk! Be sure to check out the new Milk House renovations as you sip on flavors like s'mores, red velvet, root beer or 175th birthday cake.

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 State Fair for generations to come. Visit wsfpfoundation.org to learn how you can make a difference.

Experience Agriculture

Barn closures will begin at 3 p.m. and continue until State Fair closes.

9 a.m. – Open Dairy Cattle Breed Show

3 p.m. – Champions Challenge – Gymkhana – In this competition, horses and riders complete timed speed events, which may include obstacles and patterns.

Competitive Exhibits in Grand Champion Hall

["Rooted in Tradition" Coloring Contest](#) – This fun coloring contest is open to anyone, so stop on by and you could win!

Live Entertainment

11 a.m. – [The WhiskeyBelles](#) at the Saz's Miller High Life Pavilion at Wisconsin State Fair

5:30 p.m. – [Pat McCurdy](#) at the Bank Five Nine Amphitheater with nightly entertainment presented by Leinenkugel's – *free show with State Fair admission*

Shopping Highlight

Mile Marketplace – Escape the sun in the shade of the Mile Marketplace featuring vendors selling everything from personalized hand sculptures to wearable seatbelt belts. Located under the Grandstand with entrances along the middle of Grandstand Avenue.

Highlight of the Day

[Fairest of the Fairs](#) – Be on the lookout for the 2026 Fairest of the Fairs, Kaelie Billingsley! Grab a photo with her, learn about the importance of the Fair industry, and hear what it takes to become the ambassador of the Wisconsin Fair Industry and the State Fair. *Available for media interviews upon request.*

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](https://www.wisconsinstatefair.com) or follow us on [social media](#).

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