

FOR IMMEDIATE RELEASE

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## **The Dane County Fair, Taking Tradition *to new Heights***

MADISON, WIS. – See how the 2019 Dane County Fair is Taking Tradition *to new Heights*!

July 18–21, the Dane County Fair at Alliant Energy Center will have free nightly concerts, free great old-fashioned fun and family entertainment at the daily Paul Bunyan Lumberjack shows and extreme bike stunt shows by the BMX Pros Trick Team, and animals and youth projects galore. Admission is \$3 before 3:00 p.m. on Thursday & Friday. Be sure to visit the 9/11 Memorial Quilt Project that was made to honor those who lost their lives in the attacks on September 11<sup>th</sup>.

New this year, the Fair is kicking off with a Sneak-A-Peek of the carnival only on Wednesday, July 17 from 5:00 p.m. to 9:00 p.m.—admission and unlimited rides for \$17 per person. Enter through the main gate off Rimrock Rock Road, and be ready to enjoy rides, fair food, games and more.

The Fair goes into full swing on Thursday, July 18 and is all about Dane County's bravest as we celebrate Hometown Hero Day. Admission is free for the hero and a guest. Join us for special flag ceremonies with the American Legion Post 59 of Stoughton raising the flags at 11:00 a.m. and lowering the flags at 8:00 p.m. Heroes bring your ID; vendors will be offering hero-only discounts and specials. Past, present and future heroes are encouraged to visit the resource fair in the Exhibition Hall from 11:00 a.m. to 3:00 p.m., and everyone is invited to be a hero by donating blood at the American Red Cross Blood Drive from 1:00 p.m. to 6:00 p.m. Sheep and beef cattle will be in the Pavilion 2 show ring and horses in Pavilion 1. Wrap up your evening with a Madison Roller Derby Bout at 6:00 p.m. and The LoveMonkeys on the main stage at 7:00 p.m.—both free for all fairgoers.

Kids Day at the Fair on Friday, July 19 is one not to miss. Children of all ages can test their agriculture knowledge and do hands-on activities and more with Agri-Versity and Kids Day activities in the Exhibition Hall. Outside, they can play games with ESPN Madison! Check out the Kiddie Farm and all the animals in Pavilion 2, horses in Pavilion 1 and pigs in the Arena Building. Don't miss local performances on the youth & community stage in the afternoon, and stay to dance with the high-energy Top 40 country band Angels & Outlaws taking the main stage at 7:00 p.m. So much to do in one day, you will want to enter the grounds before 3:00 p.m. to enjoy the admission special of \$3 per person.

Farm Fresh Day on Saturday, July 20 will be packed with traditions and activities for all ages. Fairgoers can watch tractors roll down Fairgrounds Drive in the Fabulous Farm Babe Tractor Parade or pedal their way to victory in the Kiddie Tractor Pull in the Exhibition Hall. Then, go exploring on the AgVenture Scavenger Hunt around the Fairgrounds, and visit the Kiddie Farm in Pavilion 2. Don't miss a cooking demonstration by Inga Witscher, dairy farmer and host of the PBS series "Around the Farm Table," at 2:30 p.m. in the Exhibition Hall and more youth and community

performances in the afternoon on the main stage. The evening ends with Rockonsin Showcase bands starting at 7:00 p.m.

The Fair wraps up on Sunday, July 21 with Family Fiesta Day and our partners La Movida. Join us for a non-denominational church service at 9:00 a.m. hosted by Charlie's Concessions. Be sure to stay for the day-long party at the main stage with eating contests, live music and traditional Latino dance performances beginning at noon. In Showring B in Pavilion 2 starting at 10:00 a.m., you can see the best senior youth exhibitors test their skills with many species while they compete for Master Showman. Then, stay and watch the Dress-A-Critter contest.

Since 1851, the Dane County Fair has been a tradition serving as the gathering place for the community of Dane County. The annual event that features a top-notch carnival, free concerts, animals, fair food, youth projects and more will be held July 18–21, 2019 at Alliant Energy Center in Madison, Wis. There are many activities inside the world-class exhibit hall and barns, so don't let any heat or rain keep you away. Visit [danecountyfair.com](http://danecountyfair.com), or follow us on [Facebook](#), Instagram ([danecountyfair](#)) and Twitter ([@danecountyfair](#) or [#dcf19](#)) for more information.

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**Note to Editors:** A high-resolution photo is available upon request from [DANIELLE@REDDOGRESOURCESLLC.COM](mailto:DANIELLE@REDDOGRESOURCESLLC.COM).

**Cutline:** The Dane County Fair features a world-class carnival with daily ride specials along with entertainment and tasty Fair food.