



WAUKESHA COUNTY FAIR ASSOCIATION, INC.

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FOR IMMEDIATE RELEASE

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2020 WAUKESHA COUNTY FAIR CANCELLED

The Waukesha County Fair has been an iconic summer staple for more than 177 years – rooted in history, heritage, family, fun, entertainment, education, and agriculture. This is an annual tradition that the Waukesha County Fair Board and its army of volunteers work year round to prepare and plan in every hope to have the fair gates open to welcome our over 120,000 fairgoers, vendors, sponsors, exhibitors, volunteers, entertainers, operators, and so many more to enjoy all that it would have to offer. The COVID-19 pandemic hit leaving an evolving impact and element of unknown posing many challenges over the past few months to try and overcome.

The Waukesha County Fair Board immediately looked to its trusted resources for careful guidance over the past few months with every glimpse of hope in mind. With the concern for the health and safety of the community and all involved, it is with a heavy heart that the Waukesha County Fair Board came to a unanimous, difficult decision to cancel the 2020 Waukesha County Fair. Looking back at the past few months, countless hours invested, and numerous alternate opportunities considered, this was quite honestly the hardest decision ever made – but we know it is the right one.

Our goal is never to diminish the Fair experience or compromise the health and safety of anyone – for any reason – ever. Fairs are all about bringing people together. In the end, we know that none of this was a risk we were willing to take.

Please know that we are still working through alternate opportunities for our exhibitors in both the livestock and competitive exhibit areas. We will have more definitive details in the coming weeks but are dedicated to having this come together and showcase the entries through our online platform in some way. Our exhibitor entries have been open and entries are currently due June 15th.

The ramifications of the economic impact that COVID-19 has had on our community, partners, businesses, families, and so many others far and wide during these unforeseen times is real. We recognize and understand exactly what so many are going through because we're going through the same thing too. Our hopes are to know the heartache will fuel our planning and set our sights high for brighter days ahead in 2021.

“The Waukesha County Fair is a special family event that is near and dear to so many throughout Waukesha County far and wide and has been for generations. Over the years the Fair has grown into so much more to love and offer – it is where memories are made, friendships are treasured, celebrations are had, tears turn into laughs, and you can enjoy time with those that matter most,” said Chrissy Gluege, Executive Director. “We know the days seem challenging right now and the loss of this year’s Fair will tug at our heart strings for months ahead but as we face those challenges, with your health and safety in mind, we will be better prepared for what we can do in the future,” Gluege said. “We know this isn’t easy – for those exhibitors and their exposure and experiences. Financially we feel for the local service groups and businesses of all sizes, and the family farms that continue to work through it all. We hope to come together and lift each other up in the journey ahead.”

For those who have already purchased admission tickets during special promotions, tickets will be valid for the 2021 Waukesha County Fair. However, you are able to donate any purchases back to making the 2021 Waukesha County Fair even better. The Waukesha County Fair is a non-profit 501(c)3 volunteer organization that is completely separate and receives no funding from Waukesha County or the City of Waukesha. Funds from the previous year are used to enhance the next year’s event. Any donations have the ability to be tax deductible for the value of the tickets.

We’re currently in negotiations with our Main Stage entertainers for 2021. Refunds are available through July 3rd, 2020. Main Stage concert tickets will be eligible for a full refund. All ticket holders will be receiving a direct email within 24 to 48 hours with further details on options.

For more information, as well as answers to many other questions, please visit www.waukeshacountyfair.com.

The Waukesha County Fair Board is committed to stay true to our mission and is already kick starting plans for a bigger and better Fair in the year ahead.

The 2021 Waukesha County Fair presented by Inpro is scheduled July 21-25.

About Waukesha County Fair:

The Waukesha County Fair, presented by Inpro, is the oldest fair in the state of Wisconsin and largest event in Waukesha County. The Waukesha County Fair Association is a nonprofit 501(c)(3) volunteer organization that is completely separate and receives no funding from Waukesha County or the City of Waukesha.

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MISSION STATEMENT

“To provide a quality family event which preserves our rural heritage and is dedicated to education and entertaining all ages in Waukesha County and surrounding communities.”