

# WISCONSIN STATE FAIR

JULY 31-AUGUST 10, 2025 Presented By 

**To:** Assignment Editors, Producers, Reporters

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## BREAK IT DOWN TO R&B BEATS WITH BRAND-NEW ACT AT STATE FAIR

[Wisconsin State Fair](#) officials announced [NE-YO](#) will perform his R&B megahits on the newly-titled [Bank Five Nine Main Stage](#) on **Saturday, Aug. 2, 2025 at 7:30 p.m.**

NE-YO is a three-time GRAMMY Award-winning R&B performer whose illustrious catalog has generated a combined total of 23 billion streams worldwide. The famous recording artist has racked up a collection of global hits including “Sexy Love,” “Closer,” “Because of You,” “Miss Independent,” and more that will have fans dancing all night. An opening act for this show will be announced at a later date.

Tickets go on sale this **Friday, April 11 at 10:00 a.m.** at [WiStateFair.com](http://WiStateFair.com). All seating for this show is [reserved](#), and tickets will be \$57 - \$78. Each ticket includes admission to the 2025 Wisconsin State Fair for the day of the show when purchased prior to entering the State Fair Park.

Tickets are available for pre-sale with the Friends of the Fair membership benefitting the [Wisconsin State Fair Park Foundation](#). This non-profit organization helps support the State Fair and State Fair Park initiatives. Get access to the pre-sale and become a Friend of the Fair today by visiting [WSFPFoundation.org](http://WSFPFoundation.org).

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### **About the Wisconsin State Fair**

The 2025 Wisconsin State Fair, presented by UScellular®, takes place July 31 – August 10. 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](http://WiStateFair.com) or follow us on [Facebook](#), [Instagram](#), and [X](#).