

# PRESS RELEASE

January 8, 2019

---

FOR IMMEDIATE RELEASE  
For more information, contact:  
Maggie Cook  
Maggie Leigh Media  
maggieleighmedia@gmail.com

## **2019 Northern Wisconsin State Fairest of the Fair to be Announced**

CHIPPEWA FALLS, WISC – The Northern Wisconsin State Fair (July 10-14, 2019) is pleased to announce the 11<sup>th</sup> Annual Fairest of the Fair Competition will be held this Saturday, January 12<sup>th</sup> at 5pm located at the Avalon Hotel & Conference Center in Chippewa Falls.

Three local finalists will compete for 2019 Northern Wisconsin State Fair Fairest of the Fair crown, including Parker Lehmann, Alexis Schuebel, and Alissa Maier. The event's Master of Ceremonies (MC) will be none other than the 71<sup>st</sup> Alice in Dairyland, Kaitlyn Riley.

The evening boasts not only the competition and coronation of the new Fairest of the Fair, but will offer an appetizing meal, delectable desserts, door prizes, as well as raffles, silent and live auction featuring a variety of items. The money raised will be used to help fund the fairest travel in 2019, crown and sash, in addition to the registration fees for the Wisconsin convention.

The winning contestant will receive the title, in addition to a \$1,000 continuing education scholarship.

"Seeing who the finalists are, it is going to be a great competition," Molly McIlquham, 2018 Northern Wisconsin State Fair Fairest of the Fair stated. "We are also looking forward to having record bids on our live auction too, so it is going to be a great night!"

Doors open at 5:00pm, dinner will be served at 6:00pm and the coronation program will follow. Tickets can be purchased for \$25 per person at the door or in advance at the Fair Office located at 225 Edward Street, Chippewa Falls.

"The Fairest of the Fair ambassador position has provided young adults a unique understanding of what is required to plan, coordinate, and implement programs that make up the fair event," Rusty Volk, Executive Director of the Northern Wisconsin State Fair Association stated. "As part of our visual presence in the community, our fairest is an extension of our fair family."

### **About the Northern Wisconsin State Fair Fairest of the Fair Program:**

The Northern Wisconsin State Fair provides youth and adults, male and female, the opportunity to showcase their talents through projects they exhibit. The fairest of the fair program offers the opportunity to share experiences with others and encourage them to become participants of the fair as well. The program is a chance for young professionals to be an ambassador of the Northern Wisconsin State Fair, creating valuable connections and improving their public speaking. Ten very accomplished women/men have preceded the current fairest and this year they expect nothing less.

This will mark the 122<sup>nd</sup> year of the Northern Wisconsin State Fair serving the Chippewa Valley slated for July 10-14, 2019 in Chippewa Falls. Each year the fair offers a plethora of family-fun activities and big-name artists known across the world. From agriculture, to food, carnival rides and games, educational exhibits, vendor shows, and more, the Northern Wisconsin State Fair is truly a “Family Affair.” To learn more and stay up to date with the latest announcements regarding the 2019 fair visit [www.nwsfa.com](http://www.nwsfa.com).