



FOR IMMEDIATE RELEASE

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KLEMENT'S TO SPONSOR DAY AT WISCONSIN STATE FAIR
Friday, August 3 officially named "Klement's Day"

WEST ALLIS, Wis. — May 29, 2018 — Klement's and Wisconsin State Fair officials are excited to announce a new partnership, naming the first Friday of State Fair, August 3, **Klement's Day**. Klement's will showcase its products through contests and fun activities in Central Park, offering samples of several Klement's famous hand-made sausages.

"As Milwaukee's Hometown Sausage Company we are thrilled to sponsor Klement's Day at the Wisconsin State Fair," said Klement's CEO Tom Danneker. "The Wisconsin State Fair is one of the most iconic events in the state and we consider it to be an honor for Klement's to be a partner."

Fairgoers are encouraged to visit Central Park on Friday, August 3 and enjoy all that Klement's has to offer, including samples, contests and cooking demonstrations featuring its own products. Sponsors of the State Fair, like Klement's, help keep the event one of Wisconsin's most affordable entertainment options of the summer for over one million visitors.

"Like Klement's, Wisconsin State Fair is known for being a beloved Wisconsin summer tradition," said Wisconsin State Fair Park CEO Kathleen O'Leary. "We are thrilled to come together to remind fairgoers of these longstanding traditions with this exciting new partnership."

Klement's sponsorship of the Wisconsin State Fair is the fourth major Milwaukee and Wisconsin sponsorship that the company has announced in recent weeks. Klement's also announced that it is sponsoring Summerfest, the Milwaukee Bucks and Milwaukee County Parks.

"Being active in the community is a big reason why Klement's is known as Milwaukee's Hometown Sausage Company. Just like our customers are committed to our great Klement's sausage, we are committed to helping our local community both in Milwaukee and throughout Wisconsin," Danneker concluded.

About Klement's Sausage Company

Klement Sausage Company, established in 1956 by three brothers, John, George, and Ron Klement in Milwaukee, Wisconsin, is Milwaukee's hometown sausage company. Klement's employs over 350 people in its two Milwaukee plants. The company has grown from a small sausage kitchen to one of the largest producers of sausage products in the U.S. - all while staying true to its hometown and traditions. Klement's believes in handcrafted production – meticulously making delicious sausage products the way it used to be done in butcher shops. A small batch focus and "made with care" philosophy supports a compelling attraction for consumers who seek artisan food experiences. The company manufactures fresh sausages, cooked and smoked sausages, summer sausages and snack sticks.

About Wisconsin State Fair

The 2018 Wisconsin State Fair, presented by U.S. Cellular, will take place Thursday, Aug. 2 – Sunday, Aug. 12 at Wisconsin State Fair Park in West Allis, Wis. The fair offers a unique experience to all who attend and is an exceptional value with 30 FREE entertainment stages, exciting rides and games in SpinCity, thousands of animals, endless family activities, events, contests, vendors and culinary delights. For the most up-to-date information, visit WiStateFair.com or follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#), [YouTube](#) and [Snapchat](#).

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