

## FOR IMMEDIATE RELEASE

### A Tradition Reimagined: Oktoberfest Chippewa Falls Welcomes New Management

Chippewa Falls, Wisconsin  
January 15, 2025

After careful consideration and planning, Chippewa Partners, is pleased to announce the transition of the management of Oktoberfest to the Northern Wisconsin State Fair Association. This decision comes from our desire to see the event continue to thrive and grow, ensuring the continued celebration of German culture and heritage in our community.

For over 20 year, the Chippewa Falls Area Chamber of Commerce has had the privilege of managing and organizing the annual Oktoberfest event, held on the Northern Wisconsin State Fairgrounds. This has and will continue to be a cherished event that has brought together thousands of people to experience German traditions, food, and music. As we look to the future, we are excited to see this event evolve under the capable stewardship of the Northern Wisconsin State Fair Association.

Allyson Wisniewski, President of the Chippewa Falls Area Chamber of Commerce, expressed enthusiasm for the change: "We are incredibly proud of developing Oktoberfest to what it has become and are confident that Rusty and his team, will carry it forward with passion and innovation. This transition ensures that our community will continue to enjoy this fantastic celebration for years to come."

The Northern Wisconsin State Fair Association brings a wealth of experience in event management and a deep appreciation for German heritage. They are committed to preserving the essence of the event while introducing fresh ideas to enhance the experience for all attendees.

Rusty Volk, Executive Director of the Northern Wisconsin State Fair Association, shares in the vision: "We are honored to continue the legacy of Oktoberfest in Chippewa Falls. Our team is excited to work with the Chippewa Falls Area Chamber of Commerce to ensure this event remains a highlight of our community while exploring new ways to celebrate German heritage."

The Fair Association is well underway with planning for this year's Oktoberfest event, which will take place on September 19-20 at the Northern Wisconsin State Fairgrounds. If you are interested in being a sponsor or part of the event, email [Oktoberfest@nwsfa.com](mailto:Oktoberfest@nwsfa.com) or call 715-723-2861.

Interview requests can be directed to Rusty Volk, Executive Director for the Northern Wisconsin State Fair Association, at 715-723-2861.

#### Northern Wisconsin State Fair Association

The Northern Wisconsin State Fair Association (NWSF) is a private nonprofit 501 (c) (3) public charity organization that owns and manages all capital improvements and new development on the property. The NWSF mission is to provide ground and facilities that promote events and attractions, enhancing the economic viability of our community.

#### Chippewa Falls Area Chamber of Commerce

The Chippewa Falls Area Chamber of Commerce is an independent, non-profit, with a mission to represent our members by supporting and encouraging a vibrant and prosperous business community. The continued development of Chippewa Falls' business community is incredible, and we work every day to create new opportunities for our members.