



Alliant Energy Center

Exhibition Hall ■ Veterans Memorial Coliseum ■ Willow Island
New Holland Pavilions ■ Arena

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Contact: JT Cestkowski
Cestkowski.James@alliantenergycenter.com
(608) 266-4985 desk
(608) 282-5541 cell

Wisconsin FFA Convention marks beginning of Alliant Energy Center busy season

Dane County Fair, NOBULL CrossFit Games, World Dairy Expo to follow

Madison, WI – The Alliant Energy Center of Dane County welcomed back the first of its large-scale events and mark the beginning of a busy events season with the return of the Wisconsin Future Farmers of America Convention this week.

“We look forward to safely welcoming back Dane County residents and visitors to the Alliant Energy Center this summer,” said Dane County Executive Joe Parisi. “The Alliant Energy Center served as a hub during the pandemic, and as the Dane County community continues to recover, we are excited to provide visitors with a safe and enjoyable experience for in-person events and conventions.”

The annual FFA convention is scheduled to run July 5 to 8 in the Alliant Energy Center's Expo Center.

"The Wisconsin FFA is excited to return to Madison and the Alliant Energy Center to host our annual State Convention," said Wisconsin FFA Executive Director Cheryl Zimmerman. "We have always enjoyed having our event in this facility and we are excited to bring our celebration back in-person."

Early registration for the event began the evening of Monday, July 5 at 6 p.m. in the lobby of the Expo Hall. Doors to the convention itself opened on Tuesday, July 6 at 7:30 a.m. and will continue through Thursday, July 8. The several days are scheduled to feature programs honoring award winners, competitions and a performance by the Peterson Farm Bros.

"We've worked tirelessly over the last several months to get the Alliant Energy Center ready for major operations," said Brent McHenry, the Alliant Energy Center's executive director. "Our industry-leading cleanliness and building ionization standards will keep people safe as they enjoy a return to in-person events."

While the Wisconsin FFA Convention is only open to members, teachers, alumni, sponsor and supporters, the general public will not have to wait long to enjoy the Alliant Energy Center. The Dane County Fair will make its in-person return July 15 to 18. After that, Dane County will once again welcome the NOBULL CrossFit Games from July 27 to Aug. 1. The cap on the busy summer will be Sept. 28 to Oct. 2 when an estimated 60,000 people are expected to return for the 54th World Dairy Expo.

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