

Wisconsin Manufacturers and Commerce: Coolest Thing Made in Wisconsin contest surpasses 20,000 votes

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MADISON - After less than five full days of voting, the [Coolest Thing Made in Wisconsin](#) contest has garnered more than 20,000 votes. Nearly 150 products were nominated by the public, and every single one of them has received at least one vote so far.

The more than 20,000 votes in the first round already surpass the total amount cast in the entire inaugural contest, which took place last year over multiple months.

“This contest’s popularity is a testament to the pride Wisconsin has for the manufacturing industry,” said Kurt R. Bauer, Wisconsin Manufacturers & Commerce (WMC) president/CEO. “Our state’s manufacturers make some really cool things, and I encourage everyone to check out all the products nominated.”

The program - which was started in 2016 by WMC and [Johnson Financial Group](#) - has seen products nominated from every corner of the state, and the nominees are pulling out all the stops to make it into the Top 16 Coolest Things Made in Wisconsin. From comprehensive social media campaigns to segments on local television shows, nominees are asking Wisconsinites for their support.

“We want to find the Coolest Thing Made in Wisconsin, but this also serves as an opportunity to highlight the rewarding careers available in manufacturing,” Bauer

added.

The popular vote will continue until Monday, Sept. 11 at 11:59pm. Then the top 16 products will be placed in to a bracket-style tournament called Manufacturing Madness, which will begin Monday, Sept. 18.

Key Dates:

Aug. 1 to Sept. 1 - Nominations Accepted

Sept. 4 to Sept. 11 - Popular Vote to Determine the Field of 16

Sept. 18 to Sept. 25 - 1st Round of the Bracket

Oct. 2 to Oct. 6 - 2nd Round of the Bracket

Oct. 10 to Oct. 16 - Final Round

(winner determined by popular vote of four Coolest finalists)

The winner of the Coolest Thing Made in Wisconsin will be announced at the State of Wisconsin Business & Industry Luncheon on October 16 at the Monona Terrace Community and Convention Center in Madison.

Individuals can vote once every 24 hours for the Coolest Thing Made in Wisconsin by visiting MadeInWis.com.