

WISCONSIN ENERGY CORP  
Form 8-K  
March 02, 2004

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D. C. 20549

FORM 8-K

CURRENT REPORT  
PURSUANT TO SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934

Date of report (Date of earliest event reported):

March 2, 2004

Commission  
File Number

Registrant; State of Incorporation  
Address; and Telephone Number

IRS Employer  
Identification No.

001-09057

WISCONSIN ENERGY CORPORATION  
(A Wisconsin Corporation)  
231 West Michigan Street  
P.O. Box 2949  
Milwaukee, WI 53201  
(414) 221-2345

39-1391525

WISCONSIN ENERGY CORPORATION

---

ITEM 5. OTHER EVENTS AND REGULATION FD DISCLOSURE.

On March 2, 2004, Wisconsin Energy Corporation issued a press release announcing that it will begin repurchasing up to \$50 million of its shares of common stock in the open market under the share repurchase program previously authorized by its Board of Directors. A copy of the press release is attached hereto as Exhibit 99.1.

ITEM 7. FINANCIAL STATEMENTS AND EXHIBITS.

- Exhibits:

The following Exhibits are filed with this Current Report on Form 8-K:

Exhibit No.

99.1 Press Release dated March 2, 2004 regarding the repurchase of up to \$50 million of Wisconsin Energy's common stock in the open market.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, each of the registrants has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

WISCONSIN ENERGY CORPORATION  
(Registrant)

/s/ STEPHEN P. DICKSON

Date: March 2, 2004

Stephen P. Dickson -- Controller and  
Principal Accounting Officer