



Wichita Festivals, Inc.
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MEDIA RELEASE

**Saturday, March 7, 2009
FOR IMMEDIATE RELEASE**

DAVE CARTER UNVEILED AS ADMIRAL WINDWAGON SMITH XXXVI

WICHITA, Kan. - Wichita Festivals, Inc. (WFI), a non-profit corporation with the purpose of creating diverse community celebrations, announced today that Dave Carter, the director of marketing and technical marketing for Raytheon and a 30-year Riverfest devotee, was chosen as Admiral Windwagon Smith XXXVI at a press conference held at Col. James Jabara Airport on Saturday, March 7.

"After 36 years, Admiral Windwagon Smith continues to exemplify the spirit of community through volunteerism and sponsorship of the Wichita River Festival," Linda Davidson, vice president of program development at WFI said. "We are thrilled to honor and recognize Dave for his years of hard work."

Carter, a flying enthusiast, made a grand entrance to his unveiling ceremony by flying into Jabara Airport and pulling up to his own red carpet and 50-plus spectator ceremony.

Carter became directly involved with Riverfest in 1977 when he entered the antique bathtub races with some friends. Eventually, Carter was asked to chair the event, which ultimately led to a spot on the Riverfest operations committee.

In 2000, Carter served as the Riverfest General Chairman, overseeing all event aspects of the Festival and was just recently honored by the International Festival and Events Association with the IFEA/Zamebelli Fireworks Internationale Volunteer of the Year award.

Aside from his numerous hours involved with Riverfest, Carter helped chair the Wichita Flight Festival from 2005-2007. His background as a pilot and his experience having worked for several aviation manufacturers in Wichita helped get the event off the ground.

"I am honored to be the public face of thousands of volunteers," Carter said. "Without them, Riverfest simply could not take place."

The official piping aboard ceremony by the Wichita Wagonmasters took place after Carter received the official sword of the Admiral, passed down by last year's Admiral, Gary Gibbs.

The Admiral will be visible from now through the Festival, visiting children's hospitals, speaking on behalf of Riverfest at many Wichita civic organizations and of course at Riverfest events. You can also find a new addition to the official Riverfest web site, wichitariverfestival.com, later this month as the Admiral begins a blog all the way up to and through the Festival.

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"I am excited about the 2009 Riverfest activities and look forward to welcoming all festival attendees," Carter concluded. "Be sure to visit my Admirals' blog coming soon to the Riverfest web site!"

For more information on volunteering for Riverfest contact Kim Wickliffe, volunteer manager, at 316-267-2817 ext. 11 or email kimw@wichitafestivals.com. To see a complete list of volunteer opportunities visit the WFI Web site at wichitafestivals.com/volunteer.html. Volunteers are needed in the following areas during the Festival: food court ticket sales, buttons sales and merchandise associates.

Riverfest buttons are now available for order at wichitariverfestival.com and will be on sale in retail locations starting April 6.

2009 WFI Official Sponsors: AirTran Airways, Broadview Hotel, Bud Light, Don Hattan Chevrolet, Fahnestock Plumbing, HVAC & Electric, FedEx Office, Howerton + White, Johnson Controls, Metro Courier, Pepsi, PrairieLand Partners, The Access Group, and Van Horn Promotion & Marketing.

The 2009 Festival is May 8-16. For more information about Wichita Festivals, Inc. or Riverfest, please contact Susan Burchill, Director of Marketing at (316) 267-2817, ext. 25 or at susan@wichitafestivals.com.

Wichita Festivals, Inc. is a non-profit corporation with the purpose of creating diverse community celebration within the Wichita community. The primary event produced by Wichita Festivals, Inc. is Riverfest.

Creating an economic impact of approximately \$26 million, Riverfest annually attracts more than 350,000 visitors. The Festival has become one of the top special events in Kansas and was recognized in 2006 as one of the top 100 events in the United States by the American Bus Association.

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