



Wichita Festivals, Inc.  
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**MEDIA RELEASE**

March 10, 2007  
**FOR IMMEDIATE RELEASE**

**JIM HATTAN ANNOUNCED ADMIRAL WINDWAGON SMITH XXXIV**

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WICHITA, Kansas – Wichita Festivals, Inc. (WFI), a non-profit corporation with the purpose of creating diverse community celebrations, announced today that Jim Hattan, President of Don Hattan Chevrolet, was chosen as Admiral Windwagon Smith XXXIV at a press conference, March 10, in downtown Wichita, Kansas.

“We are very excited to have Jim Hattan be a part of Festival history as Admiral,” said Janet Wright, President/CEO of Wichita Festivals, Inc. “He’s been a sponsor for many years - now he’ll enjoy a more behind-the-scenes look at the Festival.”

Hattan has always felt Riverfest was an important community event to be involved in. “It’s very important to support the community where you live,” said Hattan. “My family enjoys attending every year and the buzz in Wichita around the festival is exciting.”

Don Hattan Chevrolet has been a corporate sponsor for Wichita Festivals, Inc. for over 30 years. Don Hattan vehicles are used during the Festival for various jobs, moving buttons from one place to another, driving volunteers. The cars are easily noticed with a replica of the button design and Don Hattan logo on each.

“The changes in Chevrolet vehicles over the 31 years of participation is fascinating if you think about it,” said Hattan. “The community has seen some prized Chevy classics!”

Hattan’s community involvement stretches across the community having been involved with the Wichita Better Business Bureau, Music Theatre of Wichita, Metro Board YMCA, Building & Properties Committee Chair, Board of Director and Health Care Committee member at Larksfield Place.

Hattan graduated from Wichita State University with a Business Degree in 1967. His wife, Terri, is a schoolteacher at Collegiate High School in Wichita. His daughters Jill, manager of the Chevrolet dealership; Jenny, personal training director at a local fitness center; Taylor, Kendal and Morgan, who attend school in Wichita, keep his life busy.

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The nomination process for the Admiral begins with volunteer committee's, board members, Wichita Wagonmasters and past Admiral's submitting nominations. The WFI board reviews each candidate nominated, based on the qualifications outlined for the position, and then submit their recommendations to the past Admirals for final selection of the new Admiral. This is the 34<sup>th</sup> year Admiral Windwagon Smith has led the Riverfest celebration.

Riverfest buttons are now available for order at [www.wichitafestivals.com](http://www.wichitafestivals.com), and will be on sale in retail locations starting April 9.

RiverfestXXXVI takes place May 11-19, 2007 in Downtown Wichita.

**2007 Riverfest Sponsors:** 89th Regional Readiness Command, Aeroflex Wichita, Inc., AirTran Airways, Associated Advertising Agency, AT&T, Bank of America, Bob FM, Bombardier Learjet, Bud Light, BWCU, Capitol Federal Foundation, 107.9 JAMZ, Cessna Aircraft Company, City of Wichita, Clear Channel Outdoor, Inc., Clear Channel Radio, Conrady Western, Inc., Cox Communications, Don Hattan Chevrolet, Entercom Wichita, Foley Equipment Company, Hall's Culligan Water, INTRUST Bank, Jajo Inc., JCI, Journal Broadcast Group, Kansas Health Foundation, Kansas Lottery, KSNW NBC, LSI Logic, Marriott Hotels, Metro Courier, Mid America Network, Pepsi Bottling Group, Printing Inc., QuikTrip Corporation, Sedgwick County, Spirit AeroSystems, The NORDAM Group, Toyota, Unified Party Bus, Van Horn Promotion & Marketing, Via Christi Wichita Health Network, Walgreens, Wal-Mart, Wichita Downtown Development Corporation.

For more information about Wichita Festivals, Inc. or Riverfest, please contact Susan Burchill, Director of Marketing and Public Relations at (316) 267-2817, ext. 25 or at [susan@wichitafestivals.com](mailto:susan@wichitafestivals.com).

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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 300,000 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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