



Wichita Festivals, Inc.
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Press Release

FOR IMMEDIATE RELEASE

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RIVERFEST 2008 POSTER & BUTTON UNVEILED!

WICHITA, Kan. – Wichita Festivals, Inc. (WFI) a non-profit corporation with the purpose of creating diverse community celebrations, announced today its 2008 Riverfest poster art and button campaign theme at a press conference held at Go Away Garage, 508 S. Commerce in Wichita.

After a well-received 2007 artwork and advertising campaign developed by Associated Advertising, WFI asked the firm to again develop the artwork for the 2008 Festival.

“It’s again a thrill and a great honor to work with Wichita Festivals to develop the marketing campaign and imagery that symbolizes one of Kansas’ best and most recognized events,” said Mike Snyder, CEO of Associated. “Wichita Festivals traditionally does a great job in communicating the vibrancy and fun-for-everyone nature of Riverfest, and our team had a lot of fun taking the theme and artwork to new, non-traditional levels.”

This year’s poster features Admiral Windwagon Smith riding across the Kansas prairie in his revved-up Windwagon, complete with a supercharged blower in the front. This year’s theme is “Party in Overdrive” and Festival attendees can expect to see several new events that will showcase that theme. QuikTrip Corporation is once again sponsor of the poster art.

“This is a new look for the Windwagon, very hip and new,” said Janet Wright, President/CEO of Wichita Festivals, Inc. “Associated captured the true spirit of this year’s Festival with the design.”

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The button for 2008 was also unveiled. Much like the poster, the button showcases the Admiral and his revved-up Windwagon and emulates the colors and styles of this year's merchandise, artwork and overall look and feel of the Festival.

"Wichitans need to "Get it On", buying and wearing the button to show their enthusiasm for Riverfest; it's the admission ticket for the entire Festival," said Wright. "The cost to produce the Festival goes up each year just like the cost of living, and, while corporate dollars underwrite much of the Festival, we need the public's support buying buttons too."

Buttons are five dollars each will be available for purchase online at www.wichitariverfestival.com beginning February 1. Buttons will be available at major retail locations starting April 7.

"Button sales and corporate sponsors make it possible for us to bring the caliber of event we have in store for you this year," said Wright. "We want to keep bringing well-known, national concert entertainment and new events for the whole family to the Festival – so we're urging the public to continue making this possible by buying a button. Besides the great events planned there will also be valuable coupons in the festival button packet."

2008 WFI Official Sponsors: AirTran Airways, Broadview Hotel, Bud Light, Don Hattan Chevrolet, Fahnestock Plumbing, HVAC & Electric, Jajo Inc., Jet Digital Printing & Signs, Johnson Controls, Metro Courier, Netvision Technologies, Inc., Pepsi, Prairie Land Partners (formerly Conrady Western) and Van Horn Promotion & Marketing.

The 2008 Festival is May 9 – 17, 2008. 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 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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