



Wichita Festivals, Inc.
1820 E. Douglas
Wichita, KS 67214

Contact:
Susan Burchill
Director of Marketing
Wichita Festivals, Inc.
Phone: (316) 267-2817, ext. 25
Fax: (316) 267-5901

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

RIVERFEST GOES GREEN FOR 2008

WICHITA, Kansas – Wichita Festivals, Inc. (WFI), a non-profit corporation with the purpose of creating diverse community celebrations, gave a sneak preview of Riverfest 2008 events and highlighted its “Going Green” efforts at a press conference, Monday, April 7, 1:00 pm at H-Line Conversions, 2938 E. Douglas, Wichita, KS.

In 2007, the economic impact of Riverfest was over \$26 million and this year WFI is estimating a \$30 million impact pending weather and attendance. Riverfest boasts a schedule filled with top-notch entertainment and family-friendly activities over nine days, as well as new efforts to “Go Green” at the Festival this year with recycling efforts.

“We really feel that we can make a big difference and create less trash if we recycle all plastic bottles during the Festival,” said Janet Wright, President/CEO Wichita Festivals, Inc. “So, look for the recycling containers throughout the Festival and pitch in your bottles.”

WFI is partnering with Scholfield Honda, American Packaging and Wal-Mart to collect plastic bottles, pick-up trash along the riverbank and downtown streets in advance of the festival and enter those volunteers helping with these efforts in the Honda “Road to a Cleaner America” Sweepstakes, where they can enter to win a 2008 Honda Civic Hybrid.

During the Festival, look for the receptacles marked for recycling and throw away your bottles in these containers. The Festival’s official beverage provider, Pepsi, is providing 20 oz. bottled beverages, so there will not be a shortage of recyclable material.

Help prepare downtown and the Arkansas River for the Festival by collecting trash, Saturday, May 3. Volunteers should meet at Lawrence Dumont stadium at 10 am, grab a trash bag and help clean up Wichita. Gloves and trash bags will be provided by the City of Wichita, as part of the Arkansas River Coalition riverbank cleanup.

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A special contest for Wichitans interested in making their vehicle more fuel efficient is the Johnathan Goodwin Green Vehicle Giveaway & Contest, where Johnathan Goodwin, “Going Green” Car genius will select a vehicle to turn ‘green’ during the Festival.

“Every Wichitan is encouraged to enter their gas guzzling vehicle into this unique contest,” said Wright. “The chosen vehicle will be overhauled during the Festival and be unveiled Block Party night. Each step in the overhaul can be viewed by the public in at the workshop downtown.”

Registration begins today for the Johnathan Goodwin Green Vehicle Giveaway & Contest. Registration includes a Riverfest button and is \$20. It ends April 30, when the vehicle will be selected for the overhaul. Each entry requires a photograph of the vehicle, copy of proof of insurance, copy of vehicle registration with proof of ownership and the registration fee. Each entry must be complete to be considered for the drawing.

Nine days of concerts and entertainment await attendees for 2008. Opening weekend on the West Bank Stage will feature Colbie Caillat, Friday, May 9. An admission of \$10 at the gate along with a Riverfest button is required. A Riverfest button will admit you to all other concerts including: Bombardier Learjet Presents Legends of Rock with Three Dog Night; Musica Latina with Little Joe y La Familia and Spirit AeroSystems Presents Rockin’ on the River with WAR.

Concerts on Kennedy Plaza during the week include the U G2G concert with Drew Seeley and Jordan Pruitt; *The Wichita Eagle’s* Club 225 with Split Lip Rayfield; LSI Country Concert with Phil Stacey and Tracy Lawrence; Big Easy concert with Lavay Smith & Her Red Hot Skillet Lickers; Block Party oldies concert featuring Mitch Ryder & The Detroit Wheels and the Festival finale with the Koch Industries Twilight Pops Concert featuring the Wichita Symphony Orchestra, followed by the Capitol Federal Fireworks.

In addition to great concerts throughout the Festival, attendees can also enjoy a variety of new events with their Festival button. Fun mobile marketing events will test your casting calls at the Outdoor Channel Motor Moose; SYNC on Tour showcases new vehicle; taste test the ZonePerfect® Nutrition bars and The Other While Meat Pork Tour.

New events to look for include the Alefs Harley Davidson River Ride; Kids’ Korner Tall Tale Theatre; Legacy Bank Grand Prix Races; Riverfest Senior Gala; the Sedgwick County Zoo Sunset Safari; Talent Unleashed and the Teen Scene Rivalry on the River.

The Bank of America River Run is in its 32nd year in 2008. Registration for the run begins today and runners are reminded to sign up at all Wichita Bank of America locations, Genesis locations, the Riverfest website, www.wichitariverfestival.com or www.active.com. Form a team today of five or more people and run together for a chance at special team prizes. Teams also receive the opportunity for a commemorative photograph taken the day of the race. Registration closes May 9 so sign up today!

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The Via Christi Walkfest is another Festival favorite that includes a leisurely stroll through Riverside Park. Registration begins today at Via Christi Family Medicine Clinics, Via Christi Flower & Gift Shops and the Preferred Medical Associates locations at 8444 W. 21st St. and 308 E. Central. Registration includes a commemorative Walkfest T-Shirt and a Riverfest button, so sign up today.

Ways to Win with your Riverfest button!

- Try your luck this year at the Festival! Win one of two Cougar 222 boats through the Kansas Lottery's Cougar and Cash Second Chance Drawing. These boats are built in Kansas and will be on display during the Festival in the BWCU food court.
- Win a \$1,000 Wal-Mart Shopping spree by watching your local newspaper for the special gift certificate advertisement. Bring the advertisement to the information booth during the Festival and sign up to win.
- Test your golfing skills or just count on good luck at the Star Million Dollar Hole-In-One for a chance at \$1,000,000. Details are available at Star Lumber and Supply.

Riverfest Photography Contest: Bring your camera to Riverfest and capture the people, events and exciting atmosphere by entering your photos in the 3rd annual Riverfest Photography Contest, sponsored by Douglas Photographic Imaging! With over \$3,500 in prizes awarded, you won't want to miss this year's contest including the addition of two new categories, Fireworks and Kids' Events/Activities as well as past favorites—Musical Entertainment, General Festival, Shopping, Volunteers, Events and Sponsorship. All entries are due to Douglas Photographic Imaging by June 13, 2008 and entry forms can be found online at www.douglasphoto.com or www.wichitariverfestival.com.

Kids' Day Out: Family fun has grown with the addition of a "Kids Day Out", Tuesday, May 13. Cessna Kids' Korner opens early at 11:00 am and will feature a special guest – The Kansas Cosmosphere brings Dr. Goddard's Lab to the Festival. Demonstrations take place at 12:30 pm, 1:30 pm and 2:30 pm.

Free gift with purchase! Look for a coupon in your button package for the Festival Souvenir Store, bring it to the store and receive a free gift with a minimum purchase of \$20. Quantities are limited so shop early for the best selections. All merchandise is also available for order online at www.wichitariverfestival.com.

Get it On Day! Wichita Festival's will be helping to kick-off the Festival with a "Get It On Day!" In addition to buttons being on sale in retail locations and on-line, Wichitans can purchase their buttons on various street corners in Wichita on Friday, May 2. Festival volunteers will be out and about encouraging everyone to get their button on for the Festival.

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Buttons go on sale today, April 7, and can be purchased at any Wichita QuikTrip, Walgreens or Wal-Mart location as well as other local retailers, now through the Festival. Look for the button image on store windows where buttons are sold. Buttons are also available on-line at www.wichitariverfestival.com.

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 www.wichitafestivals.com/volunteer.html. Volunteers are needed in the following areas during the Festival: food court ticket sales, buttons sales and merchandise associates.

Riverfest 2008 will take place May 9-17, in Downtown Wichita.

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, Pepsi, Prairie Land Partners (formerly Conrady Western) and Van Horn Promotion & Marketing.

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 attendees. 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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