



Wichita Festivals, Inc.
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MEDIA RELEASE

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FOR IMMEDIATE RELEASE

RIVERFEST DRAWS 305,000 ATTENDEES

WICHITA, Kansas – Wichita Festivals, Inc., a non-profit corporation with the purpose of community celebration, announced attendance numbers from this year's Riverfest, May 9 - 17, 2008.

Riverfest had approximately 305,000-310,000 in attendance over the nine day Festival, down from 385,000 in 2007. Postponement of a few events, the Kansas Gas Service Paddle Boats, Star Million Dollar Hole-In-One and the Arkansas River Coalition River Rides, as well as windy conditions and cooler than normal temperatures, may have played a role in attendance.

Concert attendance was down in 2008 compared to 2007. Approximately 21,000 people enjoyed concerts at the West Bank Stage in 2008, compared to an estimated 61,000 attendees in 2007. Cancellation of the Saturday evening concert with Three Dog Night impacted attendance at the West Bank Stage, as well as a smaller crowd on Friday evening for the Colbie Caillat concert.

Festival button sales were down slightly from 2007, with approximately 124,200 sold this year. Organizers indicated more people than normal attending the Festival were wearing a button. Approximately 150 retail locations sold buttons in the Wichita and south central Kansas area, which included all Wichita QuikTrip, Walgreens and Wal-Mart stores. An increase in sales was reported from all three retailers.

Although prior to the Festival there was a shortage of volunteers signed up to fill the volunteer shifts needed, recruitment efforts successfully managed to meet most of the volunteer needs during the festival.

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, PrairieLand 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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