



Wichita Festivals, Inc.
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FOR IMMEDIATE RELEASE

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RIVERFEST ANNOUNCES JOHNATHAN GOODWIN “GREEN VEHICLE” GIVEAWAY

WICHITA, Kansas – Wichita Festivals, Inc. (WFI), a non-profit corporation with the purpose of creating diverse community celebrations, announced today the details regarding this year’s new event – The Johnathan Goodwin Green Vehicle Giveaway.

Wichitan Johnathan Goodwin “Going Green” car genius has partnered with Wichita Festivals, Inc. to overhaul a vehicle during the nine days of Riverfest. The overhauled vehicle will be unveiled during the Festival’s Block Party night, Friday, May 16.

“With the Festival’s recycling efforts and the theme of the this year’s artwork, we thought this event would be a great addition to this year’s Festival,” stated Susan Burchill, Director of Marketing, Wichita Festivals, Inc.

The contest is open to all Kansas residents 18 years of age and older (as of 4/7/08). Eligible vehicles must be models from 1978-2008. No commercial vehicles and no vehicles over 10,000 lbs. will be eligible. All entries will be reviewed by a volunteer selection committee by May 1 to make sure the entry form has been filled out completely. All qualified entries will be taken the afternoon of May 1 to H-Line Conversions where Goodwin will select the winning vehicle. The winning vehicle will be announced Friday, May 9 at the Festival’s Grand Opening Ceremony at approximately 12:00 p.m. at the BWCU Food Court Stage.

Registration is \$20 and includes a Riverfest button. Registrations will be accepted through 5:00 pm, April 30, 2008. Registration forms are available at Wichita Festivals, Inc. (1820 E. Douglas) and on-line at wichitariverfestival.com/contests. Contestants can submit their entry forms in person or by mail. An additional shipping & handling fee of \$3.00 will be required for all mail-in entries for return of the Riverfest button. Monies received will go to cover the cost of the parts, equipment, supplies, services, etc. needed for the conversion and any additional enhancements. The overhaul can include a complete restoration of the vehicle, including engine, interior and exterior of vehicle.

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Festival attendees can see the transformation taking place by visiting the event work site during the Festival at 535 W. Hours of the transformation include:

Friday, May 9 – 6:00 pm – 9:00 pm

Saturday, May 10 – 10:00 am – 7:00 pm

Sunday, May 11 – Noon – 7:00 pm

Monday, May 12 – Thursday, May 15 – 5:30 pm – 9:00 pm

For complete contest rules and an entry form, go to wichitariverfestival.com.

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.

Riverfest 2008 is May 9-17 in Downtown Wichita. 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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