



Wichita Festivals, Inc.
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MEDIA RELEASE

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FOR IMMEDIATE RELEASE

RIVERFEST IN NEED OF VOLUNTEERS

WICHITA, Kansas – Wichita Festivals, Inc. (WFI), a non-profit corporation with the purpose of creating diverse community celebrations, announced today that they are seeking the help of the Wichita community to volunteer during the Festival, May 9-17, 2008.

While volunteers have been buzzing around the Wichita Festivals, Inc. offices for several weeks packaging Riverfest buttons, we are now beginning to switch the main focus to recruiting volunteers for the nine days of Riverfest.

“There are many open shifts available- people can basically sign up now for their preferred shift,” said volunteer manager Kim Wickliffe. “We utilize about 15,000 volunteer hours during the week of Riverfest. If we had one unique volunteer for each four-hour shift we would need just under 4000 people to staff the festival. That’s a lot of man power to find.”

Those 15,000 hours can be filled, though, and acting now to sign up for your 4 hour shift will allow you to pick and choose your preferred shift.

To sign up for a shift:

- Go online to www.wichitafestivals.com/volunteer.html and click on the link titled ‘Become a Volunteer’. Fill out the online application and select your interests. Browse through the Volunteer Opportunities and select the volunteer opportunity and shift time that is of interest to you.
- Contact Volunteer Manager Kim Wickliffe at 316-267-2817 ext 11, or email kimw@wichitafestivals.com.

Here are a few examples of positions needed to be filled during the Festival:

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BUTTON SELLERS: Assist festival attendees with information and sell buttons at gated locations. Volunteers should have excellent customer service and people skills, be responsible and have cash handling experience. Time Commitment: April training session – 1 hour. Minimum of two 3-hour shifts during the Festival.

MERCHANDISE ASSOCIATE: Assist selling festival souvenirs, provide positive customer experience for festival attendees, price and re-stock merchandise and supplies as needed. Excellent customer service skills, cash handling experience and the ability to bend, stoop and lift with help is needed. Retail experience is helpful. Time Commitment: Work a minimum of two (2) 3-1/2 hour shifts during Riverfest. Attend one one-hour training session April 15.

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 buttons are now available for order at www.wichitafestivals.com, and will be on sale in retail locations starting April 7.

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.

The Wichita Festivals, Inc. volunteer program is sponsored by:



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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