



Wichita Festivals, Inc.
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MEDIA RELEASE

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FOR IMMEDIATE RELEASE

RIVERFEST ACCEPTING NEW EVENT IDEAS FOR 2009 FESTIVAL

WICHITA, Kansas – Wichita Festivals, Inc., a non-profit corporation with the purpose of community celebration, announced they are accepting new event ideas from the public for Riverfest, May 8-16, 2009.

“We are always interested to hear what new events Wichitans would like to have at Riverfest,” said Janet Wright, President/CEO of Wichita Festivals, Inc.

If any party is interested in bringing a new event to Riverfest, the application form is now available online at www.wichitariverfestival.com. The deadline for submission is 5:00 pm, November 3.

Criterion for a new event:

- Event site in the downtown area but will consider off site locations;
- Event must provide quality entertainment at a reasonable price – both to the participant and the sponsor;
- Event must be able to attract and sustain community involvement;
- Event must be attractive to diverse audiences, both culturally and age-specific;
- Events cannot duplicate existing event concepts;
- Fundraising events are prohibited;
- Budget provided with the application.

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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