



Wichita Festivals, Inc.
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MEDIA RELEASE

April 9, 2007
FOR IMMEDIATE RELEASE

WICHITA FESTIVALS GIVES RIVERFEST PREVIEW

WICHITA, Kansas – Wichita Festivals, Inc. (WFI), a non-profit corporation with the purpose of creating diverse community celebrations, gave a sneak preview of RiverfestXXXVI at a press conference, Monday, April 9, 1:00 pm at Exploration Place, 300 N. McLean Blvd, Wichita, Kansas.

In 2006, the economic impact of RiverfestXXXV was over \$26 million and this year Wichita Festivals, Inc. (WFI) is estimating a \$30 million impact pending weather and attendance. RiverfestXXXVI boasts a schedule filled with top-notch entertainment and family-friendly activities filling nine days.

“Year after year the Festival gives this region a vibrancy that is unequalled any other time of the year in Kansas,” said Mike Greene, Wichita Festivals, Inc. Board Chair.

Wichita Festivals is continuing to build on its 2006 initiatives of more well-known musical entertainment, more family-friendly events, an increased variety of food court menu items and prices to choose from and improved parking and transportation from parking areas to Festival events. In addition, WFI is continuing its efforts to make events handicap accessible and will be providing Braille and Large Print Festival guides for attendees.

More button buying options were also given to attendees. Purchasers can choose from any of the four designs: Drake, Titus, Gaven or the V Formation Band button. Each button is an official Festival button and admits the wearer to all Festival events.

“The multiple button designs have really created a buzz,” said Janet Wright, Wichita Festivals, Inc. President/CEO. “We’ve been keeping track of how many of each design are being sold and Drake appears to be the most popular at the moment.”

Nine days of concert and entertainment await attendees for RiverfestXXXVI. Opening weekend on the West Bank will feature the AT&T Opening Nigh Concert & Fireworks with Daughtry; the Bombardier Learjet Legends of Rock with Guess Who and John Kay & Steppenwolf; and Spirit AeroSystems Rockin’ on the River with Little River Band.

-More-

(Wichita Festivals, Inc. cont. page 2)

Concerts on Kennedy Plaza during the week include Gospel artist Vanessa Bell Armstrong; LSI Logic Country Concert with Craig Morgan; and Big Bad Voodoo Daddy at Mardi Gras. The AT&T Block Party concert features Chubby Checker and the Festival finale night begins with the Koch Industries Twilight Pops Concert featuring Patti Austin with the Wichita Symphony Orchestra, followed by the Capitol Federal Fireworks.

Every year new events roll into the Festival and this year is no exception. May 11 and 12 watch as dogs compete in the Purina® Incredible Dog Challenge®, a series of Olympic style events including agility, flying disc, hurdle races, head-to-head 60-weave pole and the crowd favorite – dog diving. Riverfest is the last stop before the National Finals. The competition will be recorded and parts shown during the televised national finals. Practice and qualifying rounds take place May 11 from 1:00 pm – 6:00 pm; full competition takes place May 12 from 12:00 pm – 5:00 pm. Only those dogs entered in the competition will be allowed at the event and during the Festival.

The Russian American Kids Circus, sponsored by Cox Communications, is a new addition to the Festival schedule. Talented children ages 4 – 16 will fill the stage with a blur of spangles, soaring acrobatics, synchronized unicycling, black light juggling, clowning and acts of precision balancing during each performance.

Family fun has expanded with the addition of a special day, “Kids Day Out”, Tuesday, May 15. Cessna Kids’ Korner and the BWCU Food Court will open early at 11:00 am. Free parking will be available at Lawrence Dumont Stadium with a trolley to shuttle attendees free to the Festival grounds. Tuesday, Kids’ Korner activities will focus on child safety with Ident-A-Kid, Deputy Dan Crime Dog, Car Seat Safety Instruction and many fun activities.

Registration for the Bank of America River Run kicks-off today. Runners can sign up on-line at wichitariverfestival.com, Genesis Health Clubs, First Gear, Wichita Festivals, Inc. and Bank of America locations: 100 N. Broadway; Towne East – 141 S. Rock Road; Towne West – 500 S. West Street; Andover – 329 S. Andover Rd. Form a team of five or more people and run together for a chance to win special team prizes. Teams also receive the opportunity for a commemorative photograph taken the day of the race. Registration closes May 11 so sign up today!

The Via Christi Walkfest is another Festival favorite. With a new sponsor this year, Via Christi Wichita Health Network, the event remains a favorite with a leisurely walk through Riverside Park. Registration begins today at Preferred Medical Associates locations in Wichita. Registration includes a commemorative Walkfest T-Shirt and a Riverfest button.

Cache in this year with a new event. Backwoods Geocaching Adventure leads hunters in a high-tech game of hide n’ seek. Use a global positioning system and the Internet to find the clues that will lead you to the cache. Win a Backwoods Adventures one-week trip to Costa Rica. Clues will be published daily and available at www.wichitariverfestival.com and in *The Wichita Eagle*. You must register to be eligible for the grand prize. Register online at www.backwoods.com, in person at Backwoods or by mail using the registration form found in *The Wichita Eagle*. The first clue will be provided on May 9.

-More-

(Wichita Festivals, Inc. cont. page 3)

The grand unveiling, lighting of the bridges, fire pots and fireworks will set the stage for the re-dedication of the Keeper of the Plains and festivities surrounding the opening of the River Corridor project and Keeper of the Plains Plaza. Festivities begin Friday, May 18 at 9:45 pm on the banks of the Arkansas River by the pedestrian bridges leading to the Keeper, followed by a spectacular fireworks display.

Way to Win with your Festival button!

- Try your luck this year at the Festival! Win a Cobalt 222 Boat through the Kansas Lottery's Luxury & Loot instant scratch ticket second chance drawing.
- Watch for those three ducks, Drake, Gaven and Titus, during the Festival. Win roundtrip AirTran Airlines tickets and a Royal Caribbean seven-day cruise for two! Locate the ducks at Festival events, but first visit the information booth to receive an entry form.
- Win a \$1,000 Wal-Mart Shopping spree by watching your local newspaper for the special gift certificate advertisement. Bring that advertisement to the information booth during the Festival to sign up for a chance to win.
- Buy a \$20 booklet of BWCU Food Court tickets and look for the winning sticker to win roundtrip AirTran tickets.
- 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.

Do you have a good eye for picture taking? Then you could win cash prizes in the 2nd Annual Riverfest Photography Contest. There are a variety of categories to enter. For complete contest details and image requirements, go to www.wichitafestivals.com or douglyphoto.com. Information will also be available at the Riverfest Information Booths.

There will be more food options at RiverfestXXXVI. Chan's Chinese Food, Helmut's Strudel, La Mesa Mexican Food top the list of new food vendors at the BWCU Food Court at Century II. Festival favorites include NuWay Café, Pizza Hut, R&J Concession, Tad's Catering, Texas Red's BBQ and The Original Corn Roast. The official beverage of Riverfest is Pepsi this year and Bud Light is the official beer for the Festival.

Shop the Festival Souvenir Store daily for special savings on souvenir items. Quantities are limited so shop early for the best selections.

Buttons go on sale today, April 9, and can be purchased at any Wichita QuikTrip, Walgreens or Wal-Mart location now through the Festival. Limited quantities of the individual duck buttons are available at each location and can be purchased on-line at wichitafestivals.com

2007 Riverfest Sponsors: 89th Regional Readiness Command, Aeroflex Wichita, Inc., AirTran Airways, Associated Advertising Agency, AT&T, Bank of America, Bob FM, Bombardier Learjet, Bud Light,

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(Wichita Festivals, Inc. cont. page 4)

BWCU, Capitol Federal Foundation, 107.9 JAMZ, Cessna Aircraft Company, City of Wichita, Clear Channel Outdoor, Inc., Clear Channel Radio, Conrady Western, Inc., Cox Communications, Don Hattan Chevrolet, Entercom Wichita, Foley Equipment Company, Hall's Culligan Water, INTRUST Bank, Jajo Inc., JCI, Journal Broadcast Group, Kansas Health Foundation, Kansas Lottery, KSNW NBC, LSI Logic, Marriott Hotels, Metro Courier, Mid America Network, Pepsi Bottling Group, Printing Inc., QuikTrip Corporation, Sedgwick County, Spirit AeroSystems, The NORDAM Group, Toyota, Unified Party Bus, Van Horn Promotion & Marketing, Via Christi Wichita Health Network, Walgreens, Wal-Mart, Wichita Downtown Development Corporation.

RiverfestXXXVI takes place May 11-19, 2007 in Downtown Wichita. For more information about Wichita Festivals, Inc. or Riverfest, please contact Susan Burchill, Director of Marketing and Public Relations 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 300,000 visitors. 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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