



Wichita Festivals, Inc.
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MEDIA RELEASE

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RIVERFESTXXXVI DRAWS 385,000 ATTENDEES LARGEST FESTIVAL ATTENDANCE TO DATE

WICHITA, Kansas – Wichita Festivals, Inc., a non-profit corporation with the purpose of community celebration, announced attendance numbers from this year's Riverfest, May 11 – 19, 2007.

RiverfestXXXVI had approximately 385,000 in attendance over the nine day Festival. Concerts the first weekend brought in an estimated 61,000 people; with 40,000 attending the AT&T Opening night concert featuring DAUGHTRY. Attendance was up at the 2007 Festival, compared to 370,000 in 2006 and 305,700 in 2005.

“Our entertainment line-up was a huge hit this year, as well as nationally known events such as the Purina® Incredible Dog Challenge® and the Russian American Kids Circus,” said Janet Wright, President/CEO, Wichita Festivals, Inc.

Thanks to over 100 cash sponsors, more money was invested in Festival events and entertainment than ever before. Over \$800,000 in cash was committed by sponsors to underwrite Festival events. Fifteen new companies came on board in 2007 and 12 companies increased their level of support from 2006. Other corporations assisted by donating in-kind services or products needed for the Festival, making the total cost to produce RiverfestXXXVI \$1.48 million. Print and electronic media partners contributed an additional \$575,000 worth of promotional time to highlight the event.

With the option to purchase four different buttons in 2007, Festival attendees could purchase one of each for their collections, or purchase one to attend Festival events. “Feedback was positive about the four button option,” said Wright. “Whether this concept continues in the future will depend on the applicability of the art developed for the Festival poster.”

Festival button sales were also up with preliminary numbers indicating more than 135,000 buttons were sold, up from 120,500 in 2006. Several retail sale locations have yet to report final numbers to WFI. Approximately 220 retail locations sold buttons in the Wichita and south central Kansas area.

The Festival is dependent on thousands of volunteers to staff the events held during the nine days. Although prior to the Festival there was a shortage of volunteers signing up to help fill the 15,000 hours of volunteer time needed, recruitment efforts were successful filling all but 400 volunteer shifts (approximately 1,247 hours).

2007 Major 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, BWCU, Capitol Federal Foundation, 107.9 JAMZ, Cessna Aircraft Company, City of Wichita, Clear Channel

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Outdoor, Inc., Clear Channel Radio, Conrady Western, Inc., Cox Communications, Don Hattan Chevrolet, Entercom Wichita, Foley Equipment Company, Hall's Culligan Water, Koch Industries, 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.

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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