



Wichita Festivals, Inc.
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Media Release

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FOR IMMEDIATE RELEASE

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RIVERFEST POSTER ARTWORK AND ADVERTISING CAMPAIGN COMMISSIONED FOR 2007 FESTIVAL

WICHITA, Kansas – Wichita Festivals, Inc. (WFI), a non-profit corporation with the purpose of creating diverse community celebrations, announced today that it has commissioned its 2007 RiverfestXXXVI poster artwork and advertising campaign.

WFI selected Wichita-based firm, Associated to develop the Festival's advertising campaign, which includes the popular poster artwork as well as television and radio spots. An artwork unveiling is planned for mid-January.

Traditionally, WFI has held an annual contest where artists from around Wichita and the region submit their best artwork in hopes that it is chosen and becomes the overall "theme" for that year. This is the first year that WFI has selected an agency to develop that artwork without a contest or conducted a bid process.

"We are very excited to be partnering with Associated for this year's Festival artwork and campaign, said Janet Wright, President/CEO of WFI. "They are an extremely creative group of people. We know they will bring fresh, new ideas to this year's campaign, and we can't wait to show everyone the artwork in January."

"It's a thrill and a great honor to work with Wichita Festivals this year," said Mike Snyder, CEO of Associated. "It's very smart of Wichita Festivals to recognize that tying in the artwork with a marketing campaign can create more vibrancy in how the Festival is communicated and celebrated."

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Associated chose a different course in developing its artwork and campaign for the Festival. Normally, an art director would be assigned the task of developing the artwork.

“But where’s the fun in that?” said Snyder. “Our agency is donating quite a bit of time to this year’s campaign, so we chose to blow up the way we normally do business and try something fresh. It’s been absolutely thrilling.”

Associated created a competition within the agency that allowed anyone who wanted to create a campaign to do so. Four teams quickly formed. Snyder also asked Gardner Design to participate. Gardner’s team became the fifth team in the competition and Bill Gardner acted as a creative director for all teams. Associated will award the team with the winning campaign with a trip to Las Vegas.

“We try to be unexpected here at Associated,” said Brad Lob, Chief Marketing Officer. “I’d say we got just that in the work our teams have produced. Although only one campaign and design will be selected for presentation next year, that campaign will include great ideas from all the work we’ve seen.”

Associated is a full-service marketing, public relations and advertising agency that employs 45 professionals within its offices in Old Town Square. Gardner Design is a graphic design firm that has produced past Festival artwork. Both firms have a long history in Wichita.

2006 WFI Official Sponsors: AirTran Airways, Bud Light, Coca-Cola, Conrady Western, Cricket Communications, Don Hattan Chevrolet, Fahnstock Heating, A/C and Electric, Foley Supply, Jajo, Inc., Metro Courier, Printing, Inc., Signs Now, VPM, Inc., Wichita Marriott Hotel and York International.

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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