



Wichita Festivals, Inc.  
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**MEDIA RELEASE**

May 10, 2007  
**FOR IMMEDIATE RELEASE**

**RIVERFEST TO SUPPORT GREENSBURG DISASTER RELIEF**

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WICHITA, Kansas – Wichita Festivals, Inc., in cooperation with AT&T and the American Red Cross, announced today that Friday, May 11, opening day of the Festival, will be designated Disaster Relief Day, providing Festival attendees with the opportunity to support the Greensburg disaster relief effort through contributions to the American Red Cross.

AT&T volunteers will be taking cash or check contributions at the BWCU Food Court at Century II from 11 am to 1:30 pm, at the Festival information booths during the AT&T Sundown Parade and at the gates to the AT&T Opening Night Concert on the west bank of the river. All contributions will be given to the American Red Cross and will go directly to assist the victims of last Friday's devastating tornado. No other fund raising efforts during the Festival will be authorized by Festival authorities.

"Our community is very generous and we expect attendees at Riverfest to use this as an opportunity to show their support for those who survived last week's tragedy," noted Janet Wright, President/CEO of Wichita Festivals, Inc.

"The American Red Cross is on-site in Greensburg with many volunteers from Wichita, so they're aware of the needs and we know they will put the funds raised at the Festival to good use," explained Wright.

All contributions made at Riverfest should be cash or checks, made out to the American Red Cross.

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**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, 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.,

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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](mailto:susan@wichitafestivals.com).

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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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