



Wichita Festivals, Inc.
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MEDIA RELEASE

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FOR IMMEDIATE RELEASE

RIVERFESTXXXVI IN NEED OF VOLUNTEERS

WICHITA, Kansas – Wichita Festivals, Inc. (WFI), announced today volunteers are desperately needed to help with the Wichita River Festival, May 11-19. Only 15% of the volunteer shifts scheduled for the festival are full at this time. Volunteers can help in a variety of areas and sign up for one or several three-hour shifts.

“This is National Volunteer Week and we understand how vital volunteers are in our event. Riverfest can’t take place without their help,” said Janet Wright, President/CEO Wichita Festivals, Inc.

Volunteers are needed in the BWCU Food Court area, at the Bank of America River Run and Tot Trot, the AT&T Sundown Parade, as button ambassadors and in several other areas. As many as 100 or more volunteers are often needed at one time.

Volunteers must be at least 18 years of age. Skill sets needed range from customer service to finance. Work shifts are usually 3 hours in length and provide a wide variety of opportunities to fit any interest.

Riverfest is the largest special event in Kansas and is in its 36th year in 2007. It takes around 4,000 volunteers that work the months leading up to and during the Festival to create an event that over 370,000 people enjoyed in 2006.

The Festival begins in three short weeks. Anyone interested in helping should contact Kim Wickliffe at 316-267-2817 or by email at kimw@wichitafestivals.com or go to the Volunteer link at www.wichitafestivals.com today to sign up.

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., JCI, Journal Broadcast Group, Kansas Health Foundation, Kansas Lottery, KSNW NBC,

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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.

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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