



Wichita Festivals, Inc.  
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## MEDIA RELEASE

**Monday, April 6, 2009  
FOR IMMEDIATE RELEASE**

### **NEW RIVEREST EVENTS, WEBSITE RELEASED BY WICHITA FESTIVALS, INC.**

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WICHITA, Kan. – Wichita Festivals, Inc. (WFI), a non-profit corporation with the purpose of creating diverse community celebrations, released the newest Riverfest events as well as the unveiling of a Riverfest website specially made for cell phones at a press conference on Monday, April 6.

One of the newest events to grace the Riverfest schedule in 2009 is Plunge presented by Aeroflex. This event will take place on a 1.5-mile stretch of the Arkansas River and will feature four heats of four teams each, competing against the clock to complete a number of water and land challenge zones. The team that completes the course in the shortest amount of time is declared the winner. Cash prizes of more than \$4,000 will be awarded to the top five teams.

To sign up for this event and all of the Festival's participatory events, including the Bank of America River Run, Dodgeball, Riverfest Flea Market, Car Show, Golf Tournament or the Sundown Parade, visit our website at [wichitariverfestival.com](http://wichitariverfestival.com).

Registration for the Bank of America River Run and Via Christi Walkfest begins today! Runners for the Bank of America River Run are reminded to sign up at all Wichita Bank of America locations, Genesis locations, the Riverfest website or [www.active.com](http://www.active.com). You can register for the Via Christi Walkfest at Via Christi Flower & Gift Shops and the Preferred Medical Associates locations at 8444 W. 21st St., 308 E. Central and 1900 N. Amidon, Suite 100.

The Festival is also proud to bring Riverfest Bull Riding: 8 Seconds of Fun and the Kids' Cowboy Camp to this year's lineup. These events will take place on May 8-9 and features Professional Bull Rider (PBR) Jesse Schellhamer as well as bull riders from across the Midwest at the rodeo event. The Kids' Cowboy Camp will include activities such as clogging, square dancing, roping and horseshoe pitching. All of these events will take place at Old Cowtown, 1865 Museum Blvd.

Attendees can also enjoy a variety of other new events with their Festival button. Look for the Riverfest Movie Night featuring *Amazing Grace*; Senseney Music Battle of the Corporate Bands; Guitar Hero® World Tour and the First Annual Funnel Cake Eating Contest. Fun mobile marketing events will test your strength and agility at the U.S. Army Strength in Action Tour; taste test at the The Other While Meat Pork Tour and get your milk mustache photo taken at the got milk? Drink Well Live Well Tour.

Several former festival events will return to the schedule. They include the very popular Budweiser Wild and Wacky Cruisers at 81 Speedway; The Eagle Virtual Medallion Hunt and the Egg Toss, part of the Block Party.

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Another highlight for this year's Festival is the arrival of the [myriverfest.mobi](http://myriverfest.mobi) site. With your cell phone, you can view this site which provides you information about Riverfest. From the price point of a funnel cake to the time of the Country Concert, this site gives you all of the information you will need about the Festival while you are on-the-go.

WFI has also gone blogging! Admiral Windwagon Smith has started posting blogs to [wichitariverfest.blogspot.com](http://wichitariverfest.blogspot.com) and will post from now, up-to and throughout the Festival with the ins-and-

"We have a wide variety of new events this year, something for everyone and new ways for people to get information about what's going on," Janet Wright, President/CEO of WFI said. "The blog with the Admiral is a great way for people to express their opinions and also learn the inner workings of the Festival."

As always, nine days of great concerts and great entertainment await attendees. A Riverfest button will admit you to all concerts including: Opening Night Concert & Fireworks featuring KANSAS, U G2G Concert with Everlife, Bombardier Learjet Presents Legends of Rock with Loverboy; Musica Latina with Grupo Rumberos and Spirit AeroSystems Presents Rockin' on the River with Dr. Hook.

Concerts on Kennedy Plaza during the week include the Country Concert with Pat Green, LSI Big Easy concert with Chubby Carrier and The Bayou Swamp Band; Block Party Oldies Concert featuring The Platters and the Festival finale with the Koch Industries Twilight Pops Concert featuring the Wichita Symphony Orchestra, followed by the Capitol Federal Fireworks.

Buttons go on sale today and can be purchased at any Wichita QuikTrip, Walgreens or Wal-Mart location as well as other local retailers, now through the Festival. Look for the button image on store windows where buttons are sold. Buttons are also available online at [wichitariverfestival.com](http://wichitariverfestival.com).

Wichita Festival's wants all Wichitans to Get Your Button On! When you purchase buttons for your family, friends and/or staff, snap a picture of your group with their Riverfest buttons on and send it to WFI at [allyson@wichitafestivals.com](mailto:allyson@wichitafestivals.com). We will post the pictures on our website with a caption noting your groups name!

For more information on volunteering for Riverfest contact Kim Wickliffe, volunteer manager, at 316-267-2817 ext 11, or email [kimw@wichitafestivals.com](mailto:kimw@wichitafestivals.com). To see a complete list of volunteer opportunities visit the WFI web site at [wichitafestivals.com/volunteer.html](http://wichitafestivals.com/volunteer.html). Volunteers are needed in the following areas during the Festival: buttons sales, food court ticket sales, merchandise associates and Star Million Dollar Hole-In-One.

Please visit [wichitariverfestival.com](http://wichitariverfestival.com) for complete and up-to-date Riverfest information.

Riverfest 2009 will take place May 8-16 in Downtown Wichita.

**2009 WFI Official Sponsors:** Access Group, AirTran Airways, Broadview Hotel, Bud Light, Don Hattan Chevrolet, Fahnestock Plumbing, HVAC & Electric, FedEx Office, Howerton + White, Johnson Controls, Metro Courier, Pepsi, PrairieLand Partners and Van Horn Promotion & Marketing.

For more information about Wichita Festivals, Inc. or Riverfest, please contact Allyson Clark, communications Manager at (316) 267-2817, ext. 27 or at [allyson@wichitafestivals.com](mailto:allyson@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 350,000 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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