

Wichita Festivals, Inc.

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MEDIA RELEASE

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RIVERFEST 2009 POSTER & BUTTON UNVEILED AT LOFT 150

WICHITA, Kan. - Wichita Festivals, Inc. (WFI) a non-profit corporation with the purpose of creating diverse community celebrations, announced today its 2009 Riverfest poster art and button campaign theme at a press conference held at the Loft 150, 150 N. Mosley, in Wichita.

The 2009 artwork and advertising campaign were developed by Associated Advertising for the third-straight year after back-to-back years of producing first rate material.

This year's theme is "Get Your Groove On" and the poster artwork is a flash-back to a time of peace, love and turbulence, which was the late 1960's. Featured on the poster is an oversized guitar, peace signs, flowers, the Wichita skyline and the infamous Arkansas River. QuikTrip Corporation is once again sponsor of the poster art.

"This year's artwork really symbolizes a time of great change, great debate and great music similar to today," Janet Wright, President/CEO of Wichita Festivals, Inc., said. "We appreciate Associated Advertising's continued participation with us in development of the artwork. They have been wonderful to work with over the past three years! We would also like to thank QuikTrip for their continued partnership as a sponsor of the poster."

The button for 2009 was also unveiled. Much like the poster, the button showcases the 60's theme and emulates the colors and styles of this year's merchandise, artwork and overall look and feel of the Festival.

Button prices will remain at five dollars each, just as last year, and will be available for purchase online at wichitariverfestival.com beginning February 15. Buttons will also be available at major retail locations starting April 6.

"We are committed to providing the same quality events and entertainment that we have offered in the past," Wright said. "We need the community to get involved in the Festival by purchasing Riverfest buttons. It's your admission ticket to all nine days of Festival fun!"

"Button sales and corporate sponsors make it possible for us to bring the caliber of event we have in store for you this year," Wright said. "We want to keep bringing well-known, high-caliber concert entertainment and new events for the whole family to the Festival – so we're urging the public to continue making this possible by purchasing a button."

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“Besides the great events planned there will also be valuable coupons in the festival button packet such as a coupon for a free gift with purchase of Riverfest merchandise at the Festival Souvenir Store, among others.”

Wright concluded, “The Festival begins in less than 100 days, so get ready to “Get Your Groove On” May 8-16, 2009!”

2009 WFI Official Sponsors: AirTran Airways, Broadview Hotel, Bud Light, Don Hattan Chevrolet, Fahnestock Plumbing, HVAC & Electric, Howerton + White, Johnson Controls, Metro Courier, Pepsi, Prairie Land Partners (formerly Conrady Western), The Access Group and Van Horn Promotion & Marketing.

The 2009 Festival is May 8-16, 2009. For more information about Wichita Festivals, Inc. or Riverfest, please contact Susan Burchill, Director of Marketing 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 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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