



Wichita Festivals, Inc.  
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## **MEDIA RELEASE**

**SATURDAY, March 6, 2010  
FOR IMMEDIATE RELEASE**

## **DEVIN HANSEN UNVEILED AS ADMIRAL WINDWAGON SMITH XXXVII**

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WICHITA, Kan. - Wichita Festivals, Inc. (WFI), a non-profit corporation with the purpose of creating diverse community celebrations, announced today that Devin Hansen, President of Sunflower Travel Corporation and a 15-year Riverfest devotee, was chosen Admiral Windwagon Smith XXXVII at an unveiling ceremony held at Go Wichita! Convention and Visitors Bureau on Saturday, March 6.

"We are thrilled to honor and recognize Devin for his years of hard work and service to Riverfest," explained Janet Wright, WFI President/CEO.

Hansen, a travel buff, made his grand entrance to a packed conference room after a photo presentation of numerous destinations the Admiral has visited.

Hansen has been involved with Riverfest and Wichita Festivals for more than 15 years, beginning with the merchandise committee in 1994. Since then, Devin has served as General Chair of the Riverfest Operations Committee and Chair of the Wichita Festivals Board of Directors.

"I've been volunteering with the Festivals since 1994, so I've been around many of the past Admirals," Hansen said. "I'm extremely flattered to have been asked to represent Riverfest as the Admiral this year... and hope that my beloved operations committee can carry on without me for a year," Hansen said jokingly.

When he is not busy with Riverfest or his other community organizations, Devin finds time to enjoy some of his favorite hobbies: racquetball, cooking and of course, traveling.

Devin and his wife Lisa, who happens to work at Wichita Festivals as the Vice President of Finance and met Devin through his festival volunteering, rack up frequent flyer miles on a yearly basis. Devin and Lisa have traveled all over the United States and Europe, the Caribbean, the Bahamas and have a trip to Belize and Argentina planned for later this year.

The official piping aboard ceremony by the Wichita Wagonmasters took place after Hansen received the official sword of the Admiral, passed down by last year's Admiral, Dave Carter.

The Admiral will be visible from now through the Festival, visiting children's hospitals, speaking on behalf of Riverfest at many Wichita civic organizations and of course at Riverfest events. Hansen will also be blogging on the official Riverfest web site, [wichitariverfestival.com](http://wichitariverfestival.com), up to and through the Festival, as well as posting on the Admiral's Facebook page, Wichita River Festival fan page and Twitter.

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“This year is going to be different for me to be on the front line, attending these events and speaking with people,” Hansen said. “I have spent so many years behind the scenes volunteering and helping out, that this is just an entirely new role for me.

“I’m excited for the opportunity and a chance to get out into the public, meet and thank everyone for helping make Riverfest what it is today and remind them to continue to attend so the Festival lives on!”

For 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).

Wright reminded those in attendance that Riverfest buttons are now available for order on the Festival web site, [wichitariverfestival.com](http://wichitariverfestival.com) and will be on sale at all local Dillon’s, QuikTrip, Walgreens and Walmart locations beginning April 5.

“Don’t forget to purchase early to take part in the Show & Save program,” Wright said. “Show your button at participating retailers and receive a special discount. The list of retailers and their discounts are located on the Riverfest web site.

“You will also want to take a shot at naming the raccoon from our poster artwork. The ‘Captain Who? Name the Raccoon Contest’ entry form is on the home page of the Riverfest web site and gives you the chance to win \$1,000 just by naming the raccoon! The contest concludes on April 5 so be sure to get your entry in before the deadline,” Wright concluded.

**2010 WFI Official Sponsors:** Access Group, LLC, Bud Light, Don Hattan Chevrolet, FedEx Office, Howerton + White, Legacy Bank, Metro Courier, Pepsi and PrairieLand Partners.

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

**Follow @Riverfest on Twitter and become a fan on Facebook!**

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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 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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