



Wichita Festivals, Inc.
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MEDIA RELEASE

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FOR IMMEDIATE RELEASE**

RIVERFEST RESULTS AND CHANGES ANNOUNCED

WICHITA, Kan. – Wichita Festivals, Inc. (WFI), a non-profit corporation with the purpose of creating diverse community celebrations, announced results of this year's Riverfest at a press conference held today at WFI. Attendance during the festival was approximately 160,000, down from previous years. Sales of Riverfest buttons was also down.

"Mother Nature did us no favors this year with cold temperatures, rain and severe storms," noted Janet Wright, President/CEO. "It was a disappointment after all our planning to not be able to see more people enjoying the fun. The economy also had an impact on us. Sponsorship was down from the previous year with several companies unable to participate due to reduced budgets."

Wright also announced a resulting deficit for the organization of approximately \$200,000, which has led to the elimination of three full-time staff positions. This change, along with use of the organization's reserve fund, is necessary in order to sustain the organization through the remainder of 2010.

Tim Richards, WFI Board Chairman, also announced a change in date for Riverfest 2011. Responding to the overwhelming sentiment expressed by many Wichitans, Riverfest 2011 will be held June 3-11.

"We believe this change will give families more opportunity to come enjoy the festival without the conflicts arising from school activities so prevalent during the month of May," explained Richards. "Although weather played a significant role in festival results this year, it was not a determining factor in changing the date for next year," noted Richards.

In addition to the change in dates, the location for many festival activities will move to the banks of the Arkansas River, taking advantage of the green space and walking path. Both sides of the river bank will be utilized for concerts, events, family activities and food courts in 2011.

Support for the change in date and the continued presence in the downtown area was praised by Wichita Downtown Development Corporation Board Chairman Larry Weber. "Riverfest is an integral part of the downtown revitalization plan we are developing and with Wichita Festivals interest in holding more events along the banks of the Arkansas River, it will demonstrate both the economic and quality of life impact the river can have on our community. It also fits into the "walkability" component so important in the overall concepts outlined by Goody Clancy in their work with us."

John Rolfe, President, Go Wichita Convention & Visitors Bureau, expressed enthusiasm for the changes outlined for Riverfest. "Changing the date for Riverfest makes good sense. June will make it possible for more families to come enjoy Riverfest activities and bring a greater number

along the river bank. This will showcase the improvements the City of Wichita has made to the area and encourage people to take advantage of the area at other times as well,” noted Rolfe.

Planning has been underway for more than nine months, with new ideas and activities along the banks of the Arkansas River being proposed. Anyone interested in being involved in a planning committee is asked to contact WFI at 267.2817 or on-line at info@wichitafestivals.com. News regarding additional changes to the festival will be announced at a later date.

2010 WFI Official Sponsors: Access Group, LLC, AirTran Airways, 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, contact Susan Burchill, Director of Marketing, at 267.2817 or 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 economic impact of approximately \$20 million annually, Riverfest is one of the largest special events in Kansas and has been recognized as one of the top 100 events in the United States by the American Bus Association.

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