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MEDIA RELEASE

**MONDAY, March 8, 2010
FOR IMMEDIATE RELEASE**

2010 CONCERT ENTERTAINMENT ANNOUNCED FOR RIVERFEST

WICHITA, Kan. - Wichita Festivals, Inc. (WFI), a non-profit corporation with the purpose of creating diverse community celebrations, announced today its concert line-up for Riverfest 2010, May 7-15.

The 2010 entertainment features artists from across the musical genres – classic rock legends, hot country artists, local musical talent and much, much more!

“This years’ line-up has something for everyone. From well-known bands who’ve been around a long time and have great hits to new performers with releases that are hitting the top of the charts,” Janet Wright, President/CEO of Wichita Festivals, Inc, said.

Riverfest jumpstarts at West Bank Stage on Friday, May 7, with popular local group, The Naughty Astronauts, opening for 80s heartthrob Bret Michaels at 8:30 pm. West Bank Stage will go country on Saturday, May 8, as Jake Owen hits the stage at 8:15 pm. Sunday, May 9 will feature Spirit AeroSystems Presents Rockin’ on the River with back-to-back entertainment, beginning at 6:00 pm: The Funk Brothers and The Fabulous Thunderbirds.

The Kennedy Plaza stage will feature local favorite, The Benders, on Tuesday, May 11 for the Oldies Sock Hop, beginning at 7:00 pm, while Wednesday, May 12 will be filled with country music as Joe Nichols headlines the Coleman County Concert at 7:30 pm. The Friends University Jazz Ensemble 1 band will headline Jazz on the Plaza, presented by CCH on Thursday May, 13, beginning at 7:30 pm. Block Party will conclude the concert entertainment portion of the Festival as classic rock legend Grand Funk Railroad entertains the crowd at the Bombardier Learjet Presents Legends of Rock concert on the Kennedy Plaza stage, Friday, May 14 at 7:30 pm.

Riverfest is teaming up with the Kansas Food Bank to aid the fight against hunger in our community. Before you bring your children to the Friday, Saturday or Sunday night West Bank Stage concerts, make sure you bring a non-perishable food item per child. Kids ages 6-10 get into each concert for free with their Riverfest button when they donate a food item to the Kansas Food Bank.

Admission for adults to the West Bank Stage concerts will be \$10 plus a Riverfest button. Children ages 6-10 will be able to get in for free with their button and a donated food item. All children five and under will get in for free.

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The Naughty Astronauts

Opening Night Concert & Fireworks – Friday, May 7, 8:30 pm

This band fell victim to a drenched Tuesday night at Riverfest last year, but are excited to open up this year's Festival at West Bank Stage! The Naughty Astronauts, a local favorite in Wichita, will perform a mix of popular songs from all across the music genre – from Michael Jackson's "Beat It" to Prince's "Kiss" and Madonna's "Material Girl". You won't want to miss this opener!

Bret Michaels

Opening Night Concert & Fireworks – Friday, May 7, 8:30 pm

West Bank will be rockin' on Opening Night of Riverfest as Bret Michaels takes to the stage! Michaels is well known for his classic hits, "Every Rose Has its Thorn," "Nothing But A Good Time," and "Something To Believe In" as well as his recent solo hit "Nothing to Lose." He has also been a staple on VH1 as his search for love was documented on the channels highest rated series Rock of Love. Michaels also will be featured on NBC's 'Celebrity Apprentice' this season.

Jake Owen

West Bank Country Concert – Saturday, May 8, 4:00 pm

Jake Owen highlights Saturday night at the West Bank Country Concert. This Grammy-nominated artist and 2009 ACM Top Male Vocalist will draw you in with his good looks and smooth voice, singing many of his top songs including his first Top 5 country hit, "Don't Think I Can't Love You". You will not want to miss out on this up-and-coming star as Owen brings country to West Bank opening weekend!

The Funk Brothers

Spirit AeroSystems Presents Rockin' on the River – Sunday, May 9, 4:00 pm

Spend your Sunday night at West Bank Stage as The Funk Brothers and The Fabulous Thunderbirds take the stage!

You'll recognize many of The Funk Brothers singles as they played the backing for many Motown hits such as "My Girl", "Ain't No Mountain High Enough", "Signed, Sealed, Delivered, I'm Yours" and many more. The Funk Brothers have played on more No. 1 hits than The Beatles, Elvis Presley, The Rolling Stones, and The Beach Boys combined.

The Fabulous Thunderbirds

Spirit AeroSystems Presents Rockin' on the River – Sunday, May 9, 4:00 pm

The Fabulous Thunderbirds, a Grammy-nominated rock-blues band, has opened for the likes of Eric Clapton and The Rolling Stones, while their song "Powerful Stuff" was featured in the classic Tom Cruise film, *Cocktail*. You'll be sure to recognize many of the 1980s singles from The Fabulous Thunderbirds as they play "Tuff Enough" and "Wrap It Up". Sunday night at West Bank Stage will be rockin'!

The Benders

Oldies Sock Hop – Tuesday, May 11, 5:30 pm

You will love this local Wichita band as they bring the sounds of the oldies to Kennedy Plaza Stage! You'll hear songs spanning the 1950s through the 1970s such as "Earth Angel", "In the Still of the Night", "My Girl", "Louie, Louie" and many more! Make sure you bring your dancing shoes to get your groove on at the Oldies Sock Hop.

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Joe Nichols

Coleman Country Concert – Wednesday, May 12, 6:00 pm

Nichols brings his current top single, “Gimme That Girl” to Kennedy Plaza Wednesday evening for the Coleman Country Concert. Nichols, a Rogers, Ark., native, has found himself with a slew of country hits on his hands since hitting the scene in 2002. All five of his albums released since 2002 have peaked in the top 20 on the country music charts. You’ll recognize many of Nichols No. 1 hits such as, “Tequila Makes Her Clothes Fall Off” and “Brokenheartsville”. Come enjoy a night under the stars with Joe Nichols!

Friends University Jazz Ensemble 1

Jazz on the Plaza, presented by CCH – Thursday, May 13, 7:30 pm

Bring your lawn chairs to Kennedy Plaza on Thursday evening and enjoy a night under the stars with the Friends University Jazz Ensemble 1 band. This group is planning a trip to Orleans, France – Wichita’s sister city! – this summer and Riverfest is a great place for them to practice up before their big trip. Come and support your local Friends University students at Jazz on the Plaza, presented by CCH.

Grand Funk Railroad

Bombardier Learjet Presents Legends of Rock – Block Party – Friday, May 14, 5:30 pm

Known as the “The American Band”, Grand Funk Railroad brings its numerous hits to Block Party in Wichita! Grand Funk Railroads legacy still reigns over the Classic Rock landscape forty years after its 1969 birth in Flint, Michigan is a testament to the group's influence and staying power. Mega-hits such as “We're An American Band,”, “I'm Your Captain/Closer To Home”, “Locomotion,” and “Some Kind Of Wonderful” still receive continuous airplay on Classic Rock radio and will rock the Block Party Stage Friday night at Riverfest!

For more information on Riverfest entertainment, go to wichitariverfestival.com.

Riverfest buttons are now available for order at wichitariverfestival.com, and will be available at all button retail outlets – Dillon’s, QuikTrip, Walgreens and Walmart – beginning April 5.

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.

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

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 \$22 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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