



Wichita Festivals, Inc.
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MEDIA RELEASE

**MONDAY, April 5, 2010
FOR IMMEDIATE RELEASE**

NEW, UPDATED EVENTS AND MORE ANNOUNCED FOR RIVERFEST

WICHITA, Kan. – Wichita Festivals, Inc. (WFI), a non-profit corporation with the purpose of creating diverse community celebrations, announced the newest events as well as event updates to the upcoming Riverfest at a press conference today.

You won't want to miss out on the events making their inaugural appearance at the Festival: jet ski racing on the Arkansas River opening weekend; Texas on Tour exhibit, a virtual trip to the Lone Star State; Pinewood Derby Race with the Quivira Council Boy Scouts of America; and, the Budweiser Clydesdales in town for the Sundown Parade!

Get a medieval history lesson from the Society of Creative Anachronism on Sunday, May 9, or head to Mary Jane Teall Theatre that evening for an original play about a talk show host spotlighting a self-proclaimed "model" family. All free with your Riverfest button!

This year, Riverfest brings back the Hot Air Balloon Glow along with a Children's Balloon Release. The balloons will bring a glow to the night sky on Sunday, May 9th, as they are inflated on the lawn in front of the Hyatt Hotel at approximately 6:00 pm. And don't forget to bring the kids with you! The first 500 children will receive a balloon to release.

A few events that have been moved to a new day or location or had a name change include:

- Dodge Ball tournament – Moved to Saturday, May 8
- Riverfest Cruise In – Formerly the Riverfest Car Show has moved to Saturday, May 8
- Oldies Sock Hop – Formerly the Oldies Concert has moved to Tuesday, May 11
- INTRUST Festival of Broadway – Moved to Tuesday, May 11 inside Century II Concert Hall
- Riverfest Senior Gala – Moved to Wednesday, May 12 at Botanica, The Wichita Gardens
- Riverfest Marketplace – Formerly the Riverfest Flea Market is now a two-day, indoor event held Friday, May 14 and Saturday, May 15 inside Expo Hall at Century II. Deadline for registration is April 21.

The Riverfest Poker Run makes a return to the Festival schedule, so grab your motorcycle gear and sign up for this event, held on May 8. The 5th Annual Bob Struble Memorial Golf Tournament will take place at Willowbend Country Club on Monday, May 10.

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Plunge will be featured on the final Saturday of the Festival and has expanded to a 20-team field. Learn more about Plunge on the Riverfest blog, wichitariverfest.blogspot.com, where there's a video highlighting the event.

All entry forms can be found on the Riverfest web site.

Registration for the Bank of America River Run, Kansas Health Foundation Tot Trot and Via Christi Walkfest begins today! Runners for the River Run and Tot Trot are reminded to sign up at specific Wichita Bank of America locations, all Genesis Health Club locations, the Riverfest web site – wichitariverfestival.com – or active.com. Register for the Via Christi Walkfest at Via Christi Flower & Gift Shops and the Via Christi Medical Associates locations at 8444 W. 21st St., 308 E. Central and 1900 N. Amidon, Suite 100, and 308 E. Central in Andover.

Build your own Festival schedule using the myriverfest.mobi site on your cell phone. The site gives you all the information you need about Riverfest to create your Riverfest schedule of the events you want to attend and to keep you updated while you're on-the-go.

As always, nine days of great concerts and great entertainment await attendees: Opening Night Concert & Fireworks featuring Bret Michaels; West Bank Country Concert with Jake Owen, Spirit AeroSystems Presents Rockin' on the River with The Funk Brothers and The Fabulous Thunderbirds; and, Bombardier Learjet Presents Legends of Rock with Grand Funk Railroad.

Concerts on Kennedy Plaza during the week include the Oldies Sock Hop with The Benders, Coleman Country Concert with Joe Nichols, Jazz on the Plaza, presented by CCH with the Friends University Jazz Ensemble and the Festival finale the Koch 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 Dillons, QuikTrip, Walgreens or Walmart 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.

And don't wait to purchase your button! This year, WFI has initiated the Riverfest Show & Save Button Program. More than 50 local retailers will offer a special store discount to those customers that show their Riverfest button at the time of purchase. The program begins today and ends at the conclusion of the Festival. For a list of all participating retailers and their discounts, visit wichitariverfestival.com.

WFI 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. We will post the pictures on our website with a caption noting your group's name!

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

Please visit wichitariverfestival.com for complete and up-to-date Riverfest information.

Riverfest 2010 will take place May 7-15 in Downtown Wichita.

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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, 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 \$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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