



Wichita Festivals, Inc.
1820 E. Douglas
Wichita, KS 67214

Contact:
Allyson Clark
Communications Manager
Wichita Festivals, Inc.
Festival Phone: (316) 267-2817
Fax: (316) 267-5901

MEDIA RELEASE

**WEDNESDAY, August 19, 2009
FOR IMMEDIATE RELEASE**

NEW IDEAS FOR 2010 RIVERFEST NOW BEING ACCEPTED

WICHITA, Kan. - Wichita Festivals, Inc. (WFI), a non-profit corporation with the purpose of creating community celebration, announced they are accepting new event ideas from the public for Riverfest, May 7-15, 2010.

"We are always interested to hear what new events and ideas Wichitans come up with for Riverfest," Janet Wright, President/CEO of Wichita Festivals, Inc said.

If any party is interested in bringing a new event to Riverfest, the application form is now available online at www.wichitariverfestival.com. The deadline for submission is 5:00 pm, November 3.

Criterion for a new event:

- Event site in the downtown area but will consider off site locations.
- Event must provide quality entertainment at a reasonable price – both to the participant and the sponsor.
- Event must be able to attract and sustain community involvement.
- Event must be attractive to diverse audiences, both culturally and age-specific.
- Events cannot duplicate existing event concepts.
- Fund raising events are prohibited.

2009 WFI Official Sponsors: Access Group, AirTran Airways, Broadview Hotel, Bud Light, Don Hattan Chevrolet, Fahnestock Plumbing, HVAC & Electric, FedEx Office, Howerton + White, Johnson Controls, Metro Courier, Pepsi, PrairieLand Partners and Van Horn Promotion & Marketing.

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 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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