



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, April 28, 2010  
FOR IMMEDIATE RELEASE**

## CHEAP TRICK TO OPEN RIVERFEST

---

**WICHITA, Kan.** - Wichita Festivals, Inc. (WFI), a non-profit corporation with the purpose of creating diverse community celebrations, confirms that Cheap Trick will be the feature act for the Opening Night Concert at Riverfest on May 7. Cheap Trick replaces Bret Michaels who was forced to cancel his Riverfest appearance after suffering a brain hemorrhage last week

The Naughty Astronauts will open the Friday night concert at 6:30 p.m., followed by Cheap Trick at 8:30 p.m.

Cheap Trick created a substantial fan base in the mid 1970's for their hard-edged pop sound. The band, who ranked 25<sup>th</sup> in VH1's list of the *100 Greatest Artists of Hard Rock*, is known for its popular hits "I Want You to Want Me," "Dream Police," and "The Flame". Cheap Trick's hottest album, *Cheap Trick at Budokan*, launched the band into international stardom and sent the single "I Want You to Want Me" to No. 7 on the Billboard Hot 100.

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.

Riverfest is also 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.

For more information on Riverfest entertainment, go to [wichitariverfestival.com](http://wichitariverfestival.com).

**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](mailto: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.