



Wichita Festivals, Inc.
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MEDIA RELEASE

FOR IMMEDIATE RELEASE

VOLUNTEERS NEEDED FOR RIVERFEST 2009

WICHITA, Kan. - Wichita Festivals, Inc. (WFI), a non-profit corporation with the purpose of creating diverse community celebrations, announced today that volunteer positions are still available and needed for the upcoming Riverfest, May 8-16.

Volunteers have already been buzzing around the Wichita Festivals, Inc. offices for several weeks packaging Riverfest buttons. But the switch has begun, focusing on volunteer recruitment for all nine days of Riverfest.

Volunteering for Riverfest is a great way to support your community by giving back your time and talents as well as a wonderful way to meet and network with numerous people.

Bring your friends and family and work a shift selling food court tickets or sign-up your staff to sell buttons before the Opening Night Concert and Fireworks.

“There are many open shifts available. Volunteers can basically sign up now for their preferred shift,” Kim Wickliffe, volunteer manager, said. “We have approximately 15,000 volunteer hours to fill during the week of Riverfest, which requires a lot of community support.”

Here are a few examples of positions needed to be filled during the Festival:

Button Sellers: This position is most critical to fill. Button sellers assist Festival attendees with information and sell buttons at specific locations. Volunteers for this position should have excellent customer service skills and have cash-handling experience. Most shifts are approximately 3-3.5 hours.

Merchandise Associate: If you have any retail experience, the Festival Souvenir Store is the place for you! Merchandise associates sell festival souvenirs, run the cash register, provide positive customer experience for Festival attendees and price and re-stock merchandise and supplies as needed. Cash-handling experience and the ability to bend, stoop and lift is needed. A volunteer orientation meeting is scheduled for April 16. We ask that volunteers working in this area attend this 1-hour training session.

Food Court Ticket Sales: If you love funnel cakes and turkey legs, then the Meritrust Credit Union Food Court might be the spot for you! This position sells food court tickets and buttons to Festival attendees. Volunteers are paired in air-conditioned ticket booths at the various food court locations. This is a fast-paced environment. Volunteers will need to have excellent cash-handling and customer service skills for this position. Shifts generally last three to four hours.

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Star Million Dollar Hole-in-One: Who doesn't want to win a million dollars? Volunteers for this event

golf balls. This is a fast-paced environment and cash-handling experience is necessary. And when your shift is up, take your shot at winning!

There are a variety of other volunteer opportunities that exist during Riverfest. To view all, visit the Festival Web site at wichitafestivals.com/volunteer.html and browse through the Volunteer Opportunities. Sign-up early to ensure a time that best fits with your schedule! You can also contact Volunteer Manager Kim Wickliffe at 316-267-2817 ext. 11 or e-mail kimw@wichitafestivals.com.

Purchase your Riverfest button on-line today at wichitariverfestival.com or at any QuikTrip, Walgreens and WalMart retail location beginning April 6.

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.

The 2009 Festival is May 8-16. For more information about Wichita Festivals, Inc. or Riverfest, please contact Allyson Clark, communications Manager at (316) 267-2817, ext. 27 or at allyson@wichitafestivals.com

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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