



For Immediate Release

June 29, 2011

Contact: Donna Mandelbaum, KCRiverFest Communications

913-568-3563

donnam@eventprosinc.com

KCRiverFest Not Affected By Missouri River Water Levels

(KANSAS CITY, MO) – KCRiverFest, Kansas City’s Summer Festival at Berkley L. Riverfront Park, has not been affected by rising Missouri River waters and is proceeding as planned for this weekend.

As of 4pm today, river water levels near Berkley Riverfront Park were at 30 feet, which is below flood levels. Projections show that river water levels will remain below flood levels for the entire weekend. Berkley Park is located between the Bond Bridge and the Grand Street Viaduct and well above the top elevation of area levees.

“KCRiverFest will not be impacted by the rising waters and all activities are going forward as planned,” said Jim Foil, event chairman of KCRiverFest and board member of Friends of the River-Kansas City (FOR-KC). “Don’t miss out on the family-friendly and entertaining line up KCRiverFest has to offer this weekend.”

KCRiverFest has a diverse and exciting family entertainment line-up in store for this weekend’s festival. There will be three stages jam-packed with music of all varieties, a children’s zone and a carnival, special appearances by Sporting KC, the KC Command and Missouri Mavericks, more than 50 Marketplace vendors, a special lighting ceremony for the Christopher S. Bond Bridge on Sunday evening, and two nights of spectacular fireworks.

This year’s KCRiverFest and Carnival is Saturday, July 2 and Sunday, July 3. As a bonus, the carnival will open one day early at 5:00pm on Friday, July 1. All are welcome to attend the carnival that evening at a special \$15 “All You Can Ride” price.

KCRiverFest admission is \$8 when purchased online or \$10 at the gate for adults, children 5 and under are free. Festival hours are 1 to 11 p.m. both Saturday and Sunday. Arrive before 3 p.m. and receive FREE admission to the festival. A portion of the proceeds from admission sales will benefit the Wounded Warriors Project. Carnival rides and games are subject to additional pricing. For more information and to purchase tickets in advance, visit www.KCRiverFest.com.

KCRiverFest is produced by EventPros, Inc., Kansas City’s creative event, meeting and communications resource. Visit EventPros, Inc. on the web at www.EventProsInc.com.

Contact KCRiverFest:

- Office (816) 960-3400
- Online www.kcriverfest.com
- Twitter (www.Twitter.com/kcriverfest)
- Facebook (www.Facebook.com/kcriverfest)
- Email donnam@eventprosinc.com

###