

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Kansas Tourism “Roadies” to Cover 10,000 Miles of “Faces and Places” this Summer

Kansas Department of Wildlife, Parks and Tourism staff will kick off a five-month road trip across the state when they launch the third year of the Faces & Places Tour at Bike Across Kansas in Coldwater, Tuesday, June 11.

State tourism officials and Kansas travel bloggers (“Roadies”) are scheduled to visit events in more than 20 communities before the tour concludes in mid-October. The Roadies will pilot a colorful, graphic-wrapped minivan, underwritten in part by Briggs Auto Group (BriggsAuto.com). At each stop along the tour, the Roadies will distribute Kansas Travel Guides, maps, and other giveaway items. They will also visit with event visitors, snap photos and shoot videos to share on Facebook, Twitter and other social networks – and encourage visitors to share their experiences on social media, too.

Dates and Locations (subject to change):

June 11	Bike Across Kansas, Coldwater to Medicine Lodge
June 15	Symphony in the Flint Hills, Fort Riley
June 22	John Brown Jamboree, Osawatomie
June 27-30	Country Stampede, Manhattan
July 3-4	Wild West Days, Hays
July 4	Russell Freedom Fest, Russell
July 10-14	Kansas Wheat Festival, Wellington
July 19-21	Pickin’ on the Plains, Colby
July 25-28	Kustom Kemps of America’s Leadsled Spectacular, Salina
August 6-11	Morton County Fair, Elkhart
August 23-25	Busker Festival, Lawrence
August 30-31	Tumbleweed Festival, Garden City
September 1-2	Highlights in History, Fort Scott
September 6-15	Kansas State Fair, Hutchinson
September 20-22	Highway 36 Treasure Hunt, Seneca to St. Francis
September 27-28	Jammin’ in JC, Junction City
September 27-29	Scottish Festival, McPherson
October 4-5	Svensk Hyllingsfest, Lindsborg
October 11-13	Columbus Day Hot Air Balloon Regatta, Columbus
October 18-19	Maple Leaf Festival, Baldwin City

About the Kansas Tourism Division:

The Tourism Division of the Kansas Department of Wildlife, Parks and Tourism encourages the public to visit and travel in Kansas by promoting recreational, historic and natural features of the state. The Division focuses on marketing and promotional efforts which include increasing domestic and international inquiries through advertising and public relations efforts and converting those inquiries into visits to Kansas, increasing group tour visits, and generating positive public perceptions about the state as a travel destination. For more information, visit TravelKS.com.

Note to News Media: a pdf illustration of the wrapped minivan is attached.