



NEWS RELEASE

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RE: Kansas Sampler Festival

CONTACT: WenDee LaPlant, 620.585.2374; [wendee@kansassampler.org](mailto:wendee@kansassampler.org). Liberal contact Sally Fuller, 620.626.0170; [tourism@cityofliberal.org](mailto:tourism@cityofliberal.org).

#### STATEWIDE PROMOTION HEADED TO LIBERAL

For the 23rd year, more than 100 Kansas communities will gather in one place for one weekend to celebrate all there is to see, do, hear, taste, buy, and learn in Kansas.

The celebration is the 2012 Kansas Sampler Festival and it will take place May 5 and 6 in Liberal's Light Park at the corner of Kansas Avenue and 11th.

Kansas musicians, artists, entrepreneurs, food vendors, attractions and communities showcase their best offerings at this outdoor event.

Two new additions to the festival will be the pack goats and Mammoth donkeys from Paradise Ranch Adventures near Council Grove, and wearable icons. Owners of the Paradise Ranch will bring their animals and, at scheduled times, will tell about how the pack goats and donkeys are used. Wearable icons are a new idea to help promote communities. For instance, Liberal may have someone walking around as a "pancake" to signify their part in the International Pancake Day Race. Abilene may have someone wear a cowboy hat that comes down to their knees to promote their cattle town history. Local festival director Sally Fuller said, "This is something new that some towns will try. It'll add fun and color to the festival."

Every other year the Kansas Sampler Foundation puts out a bid process to choose the next host. Foundation assistant director WenDee LaPlant said, "Liberal found out in October of 2010 that they would host the 2012 and 2013 festival. With great city wide cooperation and an excellent site for the festival, we know this will be a stellar event. Also, we're delighted that the exhibitors who come from every part of the state will get to meet the people of southwest Kansas and surrounding area. It should be a great match between visitors and exhibitors."

The festival, a project of the Kansas Sampler Foundation, started on the Penner Farm near Inman in 1990. After eight years on the farm it has been held in Pratt, Ottawa, Independence, Newton, Garden City, Concordia, and Leavenworth. The Foundation's mission is to preserve and sustain rural culture.

Festival hours are Saturday, May 5 from 10 a.m.–5 p.m. and Sunday, May 6 from 10 a.m.–4 p.m. Admission is \$5 for adults and \$3 for children 7–12. For more information go to [kansassamplerfestival.com](http://kansassamplerfestival.com) or call 620.626.0170.

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