



NEWS RELEASE

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Citadel Announces Title Sponsorship of New Country Music Festival

Citadel Country Spirit USA Comes to Chester County's Brandywine Valley Aug. 24-26

EXTON, Pa. – Citadel, one of the largest credit unions in the United States, today announced its title sponsorship of a new, three-day country music festival coming to Chester County's Brandywine Valley August 24-26, 2018.

Citadel Country Spirit USA, being held at Ludwig's Corner Horse Show Grounds in Glenmoore, Pennsylvania, will feature more than 20 country music artists on two stages, including three top headliners.

While great music is the main attraction, concert-goers will be treated to a spectacular festival experience, a country music celebration with an array of activities, food and libations to please every palate.

Hosted by the Chester County Conference and Visitors Bureau (CVB), thousands of fans from across the nation are projected to attend. The venue has a capacity of 15,000 daily.

"Citadel is proud to be the title sponsor of what will be an incredible event for our community," said Jeff March, president and CEO, Citadel. "To be involved in an extraordinary celebration that will increase awareness of our local area and drive thousands to explore what it offers is a privilege for Citadel. We look forward to showing the Brandywine Valley more Citadel Class Service."

Citadel Country Spirit USA comes to Chester County from the producer of Country Summer, Northern California's biggest country music festival, which will celebrate its fifth annual event in June 2018.

"It's an honor to welcome Citadel as our title sponsor and exclusive financial institution partner," said Alan Jacoby, executive producer, Impact Entertainment. "Citadel has a renowned 80-year history and a genuine commitment to the community -- an ideal partner for expanding our country music portfolio to the East Coast."

In addition to Citadel and the Chester County CVB, sponsors to date include: Barefoot, the most awarded wine brand in U.S. competitions; Proximo Spirits, Inc., best known for importing and distributing Jose Cuervo, the world's largest selling tequila brand; and Sierra Nevada Brewing Co., one of America's premier craft breweries.

Two-Plus Years in the Making, the Vision Becomes Reality

“Hosting signature events -- specifically a new, landmark music festival -- is one of our core strategies to increase visitation,” said Susan Hamley, executive director, Chester County CVB. “We want to entice people to come here for the first time and encourage them to come back time and time again to experience all that Chester County has to offer.”

Hamley, who worked with Jacoby previously on a partnership with his Legends Golf Classic nationally televised on ESPN, took notice of Country Summer’s success in Santa Rosa, California, and contacted him in 2015 with an idea to create a similar sister country music festival.

“It takes an enormous, collaborative effort to develop a festival of this size and magnitude,” Jacoby said. “More than two years in the making, the Mid-Atlantic region’s foremost country music festival becomes a reality this summer.”

Benefit to the Community

According to data compiled for the Chester County CVB, 52 percent of festival attendees come from outside the county representing a boon to the local tourism industry. It’s anticipated that hotels within a 20-mile radius will sell out for the weekend and that local businesses will experience 20-30 percent increased sales in the days before, during and after the festival.

State and local municipalities benefit from increased hotel taxes, tax collected at the festival and revenues generated from goods and services purchased from local businesses. In addition, Impact Entertainment will hire a local labor force and rent or contract locally for a variety of goods and services, from sound and lights to security.

In accord with Citadel’s philosophy of giving back and to perpetuate the legacy of Citadel Palooza, a portion of ticket sales will be donated to Children’s Hospital of Philadelphia (CHOP), a Children’s Miracle Network Hospital. CHOP was the beneficiary of Citadel Palooza, a benefit concert event held last year.

Entertainers, Tickets to Be Announced

Headliners will be announced in March. Tickets will go on sale shortly thereafter. Impact Entertainment expects tickets to sell quickly. Those interested are encouraged to sign up to receive event and ticket updates at www.countryspiritusa.com.

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About Citadel

Citadel provides banking, investments, and insurance services to more than 200,000 customers and 250 companies. At \$3 billion in assets, it is one of the area’s largest locally owned financial institutions, proudly serving residents of Bucks, Chester, Delaware, Lancaster, Montgomery, and Philadelphia counties. Citadel ranked first in the 2016 Callahan & Associates Return of the Member scoring index among all credit unions in the nation, and was named one of the best performing credit unions in the nation by SNL Financial. For more information, visit CitadelBanking.com.

About Chester County Conference and Visitors Bureau

The Chester County Conference and Visitors Bureau is a not-for-profit, independent agency that serves as the official Tourism Promotion Agency (TPA) for Chester County. The Visitors Bureau was created in 1963, and is responsible for marketing Chester County and the Brandywine Valley to individual leisure travelers, motor coach and group tour operators, meeting planners and travel writers. The Bureau maintains the Brandywine Valley Tourism Information Center at 300 Greenwood Road in Kennett Square. The center welcomes visitors daily from 9 am to 5 pm. BrandywineValley.com