



NEWS RELEASE

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CITADEL GIVES \$100,000 TO CHILDREN'S HOSPITAL OF PHILADELPHIA

Funds from Citadel Country Spirit USA to Benefit the Children's Miracle Network Hospital

EXTON, Pa., November, 7, 2018—On Wednesday, Citadel presented a \$100,000 check to Children's Hospital of Philadelphia (CHOP) at the Citadel headquarters in Exton. \$50,000 of the total came from ticket sales and donations raised by the inaugural Citadel Country Spirit USA music festival in August, featuring headliners Alabama, Toby Keith, and Brad Paisley. The additional \$50,000 Citadel has donated as a match.

The check was presented to CHOP by Jeff March, Citadel's President and CEO, who said a few words about why Citadel chose CHOP as the concert's beneficiary. CHOP was also the beneficiary institution for Citadel Palooza, which featured Hunter Hayes, in 2017.

"Citadel is proud to be a supportive partner for Children's Hospital of Philadelphia, as our two organizations share a local community," said Jeff March, president and CEO, Citadel. "We are excited about the future of this partnership and all the ways Citadel can continue to support CHOP through various events in 2019 and beyond."

Citadel's board member Joe Glace, who has volunteered at CHOP three times a week for over three years and is now a CHOP ambassador, also spoke during the ceremony.

"As a member of Citadel's board and as an ambassador at CHOP, it brings me joy to see these two organizations partner," said Joe Glace, Citadel board member. "It is defining for Citadel—as it has served the Greater Philadelphia community for over 80 years—to continue to support CHOP, which is such an important institution for Citadel's members and local families."

A portion of all Citadel Country Spirit USA ticket sales were donated to CHOP, and in addition, concert attendees donated during the three-day country music festival. To encourage people to give, Citadel ran a sweepstakes that gave anyone who donated to CHOP the chance to win a guitar signed by Citadel Country Spirit USA performers. Grayson Savery, a former CHOP patient, also got onstage alongside his mom to remind the crowd how donations impact the lives of real children, and real breakthroughs, every day.

Citadel will continue to raise money for CHOP through various efforts throughout 2019, including through a presenting-level sponsorship for CHOP's annual [Parkway Run & Walk](#) in September.

"We are very thankful for Citadel's commitment to sponsoring our annual Parkway Run & Walk in 2019," said Stephen Hunger, MD, Chief of the Division of Oncology and Director of the Center for

Childhood Cancer Research at CHOP. “The Parkway Run embodies everything we are about: moving forward with unity and a commitment to advancing medicine, and finding a cure for childhood cancer. Citadel’s community involvement and philanthropy helps to fuel tomorrow’s breakthrough therapies. Without it, none of these advances would be possible; we are very grateful, and we look forward to a continuing partnership.”

The 2018 Citadel Country Spirit USA not only raised funds for CHOP, it also brought significant income to the local Chester County economy. In fact, the overall economic impact for Chester County from Citadel Country Spirit USA is estimated to be over \$3.5 million, based on data analyzed by Destinations International’s Official Economic Impact Analysis Tool. In addition, plans are in the works for Citadel Country Spirit USA to potentially return to the area in 2019, which would again raise funds for CHOP and be produced by Impact Entertainment. An official announcement with details about a 2019 festival will follow soon.

To learn more about how Citadel raises money for CHOP, visit CitadelBanking.com/CHOP.

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