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PRESS RELEASE

Contact Person: Todd Copley

RE: Jay Redmond Named Event Coordinator for Deep Creek 2014

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Jay Redmond has been named Event Coordinator for the International Canoe Federation (ICF) Canoe Slalom World Championships (*Deep Creek 2014, LLC*) to be held in September 2014 in Garrett County, Maryland, *Deep Creek 2014* Executive Director Todd Copley announced.

Redmond will be involved in the overall planning and event management for *Deep Creek 2014*, and the Pre-Worlds Test Event this May at the Adventure Sports Center International (ASCI), which operates a 1700-ft long adjustable whitewater course atop Marsh Mountain near the Wisp Resort in McHenry.

Redmond assumes the position after serving as the first Sports and Special Events Director for the Greater Morgantown Convention and Visitors Bureau, a position he held until 2009, where he launched a series of permanent annual events aimed at boosting the West Virginia's city's economic vitality.

Redmond holds a cum laude master's degree in Sports Management from West Virginia University, where he also studied law and journalism.

"Garrett County recognizes that major sports and special events bring people to an area who would not ordinarily have visited," Redmond said. *Deep Creek 2014* is "a very high profile event that will attract people from all over the world. It's a huge coup for the county."

After meeting with *Deep Creek 2014*'s Host Organizing Committee, Redmond said he realized that Garrett County leaders had the right vision for the future. He called event organizers "smart" for viewing the Canoe Slalom World Championships as a pivotal moment for the *Deep Creek* area, reaching far beyond the 2014 event itself. "It's seen as a beginning, not an end, and will position Garrett County to host more events in the future," he said.

Redmond notes that events like *Deep Creek 2014* have tremendous long-term economic development benefits, reaching far beyond the money spent by visitors during the actual event.

"People come for the event, they like what they see, and who knows where that could lead," he said. "Another visit, a vacation home, a total relocation, or the expansion of their business, the possibilities are endless."

Deep Creek 2014 is expected to attract 30-50,000 spectators and athletes from some 50 countries over six days, beginning Sept. 16, 2014, according to Copley and the Host Organizing Committee. The smaller scaled May 14-19 Pre-Worlds Test Event will feature U.S. Team trials and help organizers tweak equipment, communications and other logistics at the site. Redmond will oversee the "nuts and bolts" of the world whitewater competitions including site preparation, vendor coordination, food and beverage operations, and equipment needs, while also overseeing logistical issues including parking, transportation, and communications.

With a multi-disciplinary background in management, sales, marketing, operations and public relations, he founded several popular annual events in Morgantown, including the MountainFest Motorcycle Rally, Mountaineer Triathlon, Chicken Wing Cook-Off, and originated WVU's Final Seconds Shootout, a contest copied by basketball arenas nationwide.

Redmond also attracted the Girls' Basketball Association, West Virginia Special Olympics, the West Virginia Senior Sports Classic and the West Virginia BASS Federation to Morgantown, which led to the creation of a series of annual events. In addition to his work in sports and special events Redmond spent a decade working for the athletic department at West Virginia University, and created and built four small businesses to profitable success. He continues to own Jay's Daily Grind, a popular coffee shop in Morgantown.

For the past 21 years, he has also served as freelance writer, contributing stories and material to WVU athletics and the Mountaineer Athletic Club (MAC) in the area of fund-raising and promotional materials.

Redmond also has experience in public television and commercial radio, serving as a production assistant for WWVU-TV (now WNPB), and as general sales manager for West Virginia Radio Corporation.

In 2011, the ICF awarded the 2014 Canoe Slalom World Championships to Garrett County, Maryland over competing entries from Vienna, Austria and Krakow, Poland.

Deep Creek 2014 will return the Canoe Slalom World Championships to the United States for the first time since 1989 when the World Whitewater competition was held on the Savage River in Garrett County. That event drew 600 competitors from 26 nations plus some 40,000 spectators to western Maryland.

Its success ultimately led to the planning and construction of the Adventure Sports Center International. ASCI opened in 2007 and operates the world's only mountaintop river park from April through October featuring adjustable water features while the course is running. ASCI also manages whitewater releases on the Savage River and serves as a venue for a variety of adventure sports activities.

Garrett County, Maryland's westernmost county, is less than a three-hour drive from the metropolitan areas of Washington, DC and Baltimore, two hours from Pittsburgh and a 45-minute drive from Morgantown, and Cumberland, MD. Garrett County has Maryland's largest freshwater lake, Deep Creek Lake, its only ski resort, Wisp, and its highest peak, Backbone Mountain at 3360 feet.

For more information about Deep Creek 2014 and Garrett County, Maryland, visit: <http://www.deepcreek2014.com> and <http://www.visitdeepcreek.com/>.

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