

**MEDIA CONTACT:**

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The 2014 International Canoe Federation's  
Whitewater Kayak Slalom WORLD CHAMPIONSHIP  
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**Deep Creek 2014 Announces Legacy Partner**

MCHENRY, MD / DEEP CREEK LAKE – November 22, 2013 – The World Championships are coming! In anticipation of this prestigious World Class event, Deep Creek 2014 is recruiting sponsors to help produce the event. We are pleased to announce our Enduring Legacy sponsor, Susquehanna Bank.

Susquehanna is a regional financial services holding company with assets of approximately \$18 billion. It includes a commercial bank that provides financial services at more than 240 office locations in the Mid-Atlantic region. Through Susquehanna Wealth Management, the company offers investment, fiduciary, brokerage, insurance, retirement planning, and private banking services. Susquehanna also operates an insurance and employee benefits company, a commercial finance company, a vehicle leasing company, a mortgage division, and a settlement services company. Their extensive portfolio of financial products and services is managed locally to provide maximum value to their customers and communities.

Susquehanna Bank's roots run deep in hundreds of communities across four states. Besides helping people and institutions achieve their financial goals, they contribute to programs and projects that enhance the quality of life in all the communities we serve. They believe that viable, sustainable communities are created when corporations work closely with strong nonprofit partners to address critical community needs. By investing in their neighborhoods, they're investing in each other.

Last year, Susquehanna donated nearly \$3 million in time, talent, and treasure to nonprofit organizations doing good work in our communities. Their Community Impact Report highlights some of the ways in which Team Susquehanna changed lives by "doing what counts" in 2012.

The largest inbound sporting event to the United States in 2014, the 2014 ICF Canoe Slalom World Championships will bring tremendous international focus on Maryland's scenic western-most county with 300 athletes from over 35 international countries competing and over 21.5 million international broadcast television viewers around the world. Over 20,000 spectators are expected in Garrett County to watch the event and the events planned throughout the summer leading up to the competition.

The teams and athletes will be arriving in the region during the Labor Day weekend and will be onsite through the end of the World Championships on September 21. A total of over \$20 million dollars is anticipated in regional economic impact.

The 2013 ICF Canoe Slalom World Championships were held in Prague, Czech Republic. Deep Creek, MD hosts the 2014 World Championships; and the 2015 Championships will be held in London, England.

For more information, about the Deep Creek 2014 event, please visit its website at [www.deepcreek2014.com](http://www.deepcreek2014.com). For more information about Adventure Sports Center International, the host site of Deep Creek 2014, please visit [www.adventuresportscenter.com](http://www.adventuresportscenter.com). For more information about visiting Garrett County or planning your trip to attend Deep Creek 2014, please log onto [www.visitdeepcreek.com](http://www.visitdeepcreek.com) or call 888.387.5237.



Pictured from left: Jeanna Henderson, Branch Supervisor; Dawn Chase, Branch Relationship Manager; Matthew Paugh, Market Manager; Kathy Getty, Regional President; Todd Copley, Executive Director Deep Creek 2014; Tracy Bemiller, Commercial Relationship Manager, Stephanie Abe, CSR; Amanda Hanlin, CSR