



NEWS RELEASE

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Second Annual Citadel Country Spirit USA Is Aug. 23-25 at Ludwig's Corner Horse Show Grounds

-- Three-Day Super Early Bird Passes Go On Sale 11 a.m. (EST) Dec. 14 --



GLENMOORE, Pa. – In its inaugural year, [Citadel Country Spirit USA](http://CitadelCountrySpiritUSA.com), a three-day country music festival, earned resounding accolades from fans, sponsors and community partners.

By popular demand, the second annual festival, featuring 20 artists on two stages, is August 23-25 at Ludwig's Corner Horse Show Grounds, a scenic 33-acre site at 5 Nantmeal Road.

"It was a phenomenal first year that exceeded fan's expectations. Overwhelmingly, all of our constituents encouraged us to make Citadel Country Spirit USA an annual event," Alan Jacoby, executive producer of Impact Entertainment, the festival's production company, said.

"We've taken the first step in becoming the Mid-Atlantic region's foremost annual country music festival and look forward to building upon the first year's success."

Hosted by the Chester County Conference & Visitors Bureau (CVB), 22,000 fans from 28 states and two Canadian provinces attended the festival held in August 2018. According to data analyzed by Destination International's Economic Impact Analysis Tool, Citadel Country Spirit USA had an economic impact of more than \$3.5 million.

"We couldn't have been more proud or pleased to align with this tremendous new event," said Susan Hamley, executive director of the Chester County Conference & Visitors Bureau. "We achieved our Chester County economic development goal from visitation by festival-goers. Our reward was an experience and destination awareness that resonated nationally and will continue to deliver exponential results."

"Producing a festival of Citadel Country Spirit USA's size and magnitude is a colossal, collaborative endeavor, and we are especially appreciative of our partners for their support," Jacoby said.

Citadel, one of the largest credit unions serving the Greater Philadelphia area, is the event's title sponsor for the second consecutive year. As a local financial institution focused on "People Helping People," Citadel is dedicated to supporting the communities it serves through events such as Citadel Country Spirit USA.

Again in 2019, a portion of all ticket sales will be donated to Children's Hospital of Philadelphia (CHOP), a Children's Miracle Network Hospital. Citadel and Citadel Country Spirit USA raised \$100,000 for the nonprofit organization in 2018.

"Citadel is honored to be a part of such a wildly successful event in the Greater Philadelphia community that is truly back by popular demand," said Citadel President and CEO Jeff March. "Not only was the event a great time, but it raised money for an important institution that's right in our back yard, the Children's Hospital of Philadelphia. Citadel is thrilled to see what the second year will bring."

Ludwig's Corner Horse Show Grounds in Chester County's Brandywine Valley again sets the scene with capital improvements being made for expanded capacity and enhanced stage and backstage areas for the 2019 festival.

Also for 2019, Citadel Country Spirit USA has developed a strong alliance with 92.5 XTU Philadelphia's Country Station, the festival's official radio station partner.

While great music is the main attraction, concert-goers will be treated to another great American festival experience, a country music celebration with like-minded country music fans, an array of activities, a wide selection of food vendors and restaurants – and libations to please every palate, from Sierra Nevada for beer drinkers to wine and spirits at the Barefoot Wine Garden.

Three-Day Super Early Bird Passes go on sale at 11 a.m. (EST) on Dec. 14.

Prices will start from \$189 plus fees. Three-Day Pass prices will increase after January 1. Headliners and other lineup announcements will begin early 2019.

Single-day tickets will be available at a later date after entertainers are announced.

Purchase tickets and preferred parking online at www.countryspiritusa.com. To charge by phone, call 1-800-514-3849.

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