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**Contact: Mark Platts, President**

Phone: 717-252-0229

Fax: 717-252-1224

Email: [info@susquehannaheritage.org](mailto:info@susquehannaheritage.org)

Web: [www.SusquehannaHeritage.org](http://www.SusquehannaHeritage.org)



1706 Long Level Road  
Wrightsville, PA 17368

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## **Heritage Area Unveils New Name, Expands Outreach E-Newsletter, Membership Program to be Launched**

**Wrightsville, PA** – The Lancaster-York Heritage Region is changing its name to the Susquehanna Gateway Heritage Area (SGHA) to highlight its strategic focus on the Susquehanna River and set the stage for National Heritage Area designation. SGHA’s non-profit management organization will be known as the Susquehanna Heritage Corporation and community outreach is expanding to include an e-newsletter, *Susquehanna currents*, and a membership program, *Friends of Susquehanna Heritage*.

The new identity and outreach efforts will be celebrated Saturday, June 20<sup>th</sup>, at *The River Experience*, a fundraising event on the river at Shank’s Mare Outfitters, including local food and beverages, boat rides, live music, living history and a silent auction. A limited number of event tickets are still available.

The heritage area’s Board of Directors approved the name change during a recent meeting at the Zimmerman Center for Heritage, the group’s historic home on the river’s shore. “Over the past two years, we’ve developed a strategic plan that sharpens our focus on the cultural and economic value of the Susquehanna River’s heritage and outdoor recreation assets. The natural and cultural history of the Susquehanna and how it shaped our region is central to our mission,” said Julie McNamara, Board Chair and owner of the John Wright Store & Restaurant in Wrightsville.

SGHA President Mark Platts says the time is right for a fresh identity and stronger links to the river’s role in local, state and national history. “A study we completed last year found that our region’s eligibility for national designation centers on the Susquehanna’s heritage as a gateway to America’s original frontier and a corridor of culture and commerce for the new nation. The river’s historic landscape defines our region like no other feature, so it’s a natural fit for us to be identified with that heritage,” Platts said. U.S. Senators Bob Casey and Arlen Specter have introduced legislation in Congress to designate the region as the Susquehanna Gateway National Heritage Area.

Roll-out of the new name will continue over the summer with release of an updated Susquehanna River Water Trail Map & Guide and a new website address at [www.SusquehannaHeritage.org](http://www.SusquehannaHeritage.org).

SGHA is managed by the Susquehanna Heritage Corporation, a non-profit organization based near Wrightsville that raises awareness and appreciation of the cultural & economic value of the Susquehanna Gateway region, and preserves, enhances and celebrates its most significant heritage assets as economically vital attractions for residents and visitors alike. Originally designated as the Lancaster-York Heritage Region in 2001, SGHA is part of Pennsylvania’s network of officially-designated state heritage areas. For more information please visit [www.SusquehannaHeritage.org](http://www.SusquehannaHeritage.org).

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