

First Priority Bank Named as Title Sponsor of Lancaster Farmland Trust's 2007 Pedal to Preserve

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Lancaster, PA (April, 2007) – Lancaster Farmland Trust is pleased to announce that for the first time ever, it has a title sponsor for the 10th annual Pedal to Preserve bike ride fundraiser. First Priority Bank, headquartered in Malvern, PA has decided to give its name and financial support to the Trust for this special bike tour that features Lancaster County's pristine, preserved farmland.

“We are delighted that First Priority Bank has agreed to be our title sponsor this year,” said Karen Martynick, executive director of the Trust.

“This commitment from a leader in the business community demonstrates what a widely popular sporting event this has become for the entire region.”

The First Priority Bank – Lancaster Farmland Trust Pedal to Preserve 2007 is scheduled for Saturday, June 2nd. Plan on a morning of food, fun, and the most breathtaking countryside you can imagine as you pedal through some of Lancaster County's preserved farmland. With rides of 20 miles, 51 miles, and,

back by popular demand, our family-friendly 6 mile ride, the 2007 Pedal to Preserve is sure to offer something for *ALL* ages and *ALL* rider levels.

The ride meanders through the heart of Lancaster County offering up acres of unspoiled rolling farmland. This ride is sure to offer you a glimpse of Lancaster County farm life and the proud, hard-working families committed to Pennsylvania agriculture. All rides begin and end at Garden Spot High School in New Holland, PA. The event includes a BBQ lunch along with free Turkey Hill Dairy beverages and ice cream for all.

“First Priority Bank believes that the work of the Trust is vital to our quality of life,” said David E. Sparks, Chairman and Chief Executive Officer. “This nonprofit organization is not only protecting our landscapes, but our locally grown food supply and the family farm. It’s great for an organization like First Priority to have an opportunity to assist the small businesses, the farmers, in a way that ultimately benefits everyone.”

Martynick said that the personalities and style of First Priority Bank and Lancaster Farmland Trust are very similar and make for an ideal partnership. “Like the Trust, First Priority Bank is a very customer focused organization that takes a customized approach when working with its customers,” Martynick continued. “This is very similar to the way the Trust works to accommodate the specific needs of our farm families when they choose to preserve their land.”

First Priority Bank staff will join cyclists from all over the Delaware Valley and beyond in the ride and as volunteers at the event. Registration is \$25 in

advance and \$30 on the day of the event. Children under 12 ride free with an adult. Pre-registrants receive a free t-shirt. To register, visit

<http://www.lancasterfarmlandtrust.org/pedal.html>.

Lancaster Farmland Trust is a private, non-profit organization working to preserve the rich and productive farmland of Lancaster County, support good stewardship of the land, and encourage a thriving agricultural economy, recognizing that our farm heritage enriches the lives of all citizens.