

# Huntington Surprises Ballpark Fans with First-Ever On-Field “Crowd Crash”

*Fans rush the field to unveil Huntington’s new Pelotonia jersey, designed by two Columbus College of Art & Design students*

COLUMBUS, Ohio--(BUSINESS WIRE)-- Last night, much to the surprise of Columbus Clippers fans at Huntington Park, Huntington (NASDAQ: HBAN; [www.huntington.com](http://www.huntington.com)) executed the first-ever on-field “Crowd Crash.” The surprise event occurred during a game against the Toledo Mud Hens, to generate awareness and excitement for Pelotonia and unveil the bank’s 2012 Team Huntington Pelotonia jersey design.

As part of the jersey reveal event, Team Huntington participants “crashed” the Clippers field after the first inning, chased by team mascots, LouSeal and Krash. Participants rushed on to the field to Michael Jackson’s “Beat It,” a song chosen for its powerful words to inspire Pelotonia participants to “beat” cancer. They converged behind second base to form an arrow, the Pelotonia brand logo.

“This first-ever on-field Crowd Crash was a fun way to involve, and recognize, our Team Huntington riders, virtual riders and volunteers for their continued strong commitment to Pelotonia and its one goal: to end cancer,” said Mary Navarro, director of retail and business banking at Huntington. “The enthusiasm of the fans, and the energy in the ballpark and on the field, reflect the growing momentum for Pelotonia support, not just at Huntington, but also within the Columbus community.”

Pelotonia is a grassroots bike ride with one goal: to end cancer. One hundred percent of all funds raised directly support cancer research at Ohio State’s Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute (OSUCCC – James). This is Huntington’s third year as a presenting sponsor of the annual bike ride.

“Both the Clippers and Huntington share a long-standing commitment to the local Columbus community,” said Ken Schnacke, Clippers president and general manager. “Pelotonia is a great event for an important cause, and we’re proud to have partnered with Huntington on this event to help drum up support and create excitement for this year’s ride.”

Huntington partnered this year with Columbus College of Art & Design (CCAD) to create the jersey design for Team Huntington riders. The designers of the jersey, Dahui (Danny) Li and Nina Rehner, were chosen through a class project offered to both advertising/graphic design and fashion design majors. Their joint design was chosen from more than 22 entries.

“The new jersey design reminds people why they are riding,” said Rehner. “It’s a great design that adds memory to the event, and makes the riders feel proud to be part of Pelotonia.”

Combining a sleek style with an important message, the back of the jersey answers the

question “who are you riding for?” with names like ‘father, wife, and friend’ meant to inspire those riding, both for Team Huntington and others.

“Huntington’s new Pelotonia jersey allows riders to circle who they ride for on the back of the jersey,” noted Li. “Words like ‘husband, mother, and friend’ motivate participants to compete, and the design expresses the notion that we’re all affected by cancer in some way.”

As a major presenting sponsor, Huntington is committed to working towards Pelotonia’s one goal: finding a cure for cancer. Join Team Huntington August 10-12 and ride to help end cancer. For more information on Pelotonia visit <http://pelotonia.org/> and, to join Team Huntington, visit <http://www.huntington.com/pelotonia>.

## **About Huntington**

Huntington Bancshares Incorporated is a \$57 billion regional bank holding company headquartered in Columbus, Ohio. The Huntington National Bank, founded in 1866, provides full-service commercial, small business, and consumer banking services; mortgage banking services; treasury management and foreign exchange services; equipment leasing; wealth and investment management services; trust services; brokerage services; customized insurance brokerage and service programs; and other financial products and services. The principal markets for these services are Huntington's six-state banking franchise: Ohio, Michigan, Pennsylvania, Indiana, West Virginia, and Kentucky. The primary distribution channels include a banking network of over 680 traditional branches and convenience branches located in grocery stores and retirement centers, and through an array of alternative distribution channels including internet and mobile banking, telephone banking, and over 1,350 ATMs. Through automotive dealership relationships within its six-state banking franchise area and selected other Midwest and New England states, Huntington also provides commercial banking services to the automotive dealers and retail automobile financing for dealer customers.

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