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MOBILE PUBLIC LIBRARY

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MOBILE PUBLIC LIBRARY RECEIVES \$75,000 GRANT FROM PNC TO CREATE FINANCIAL EDUCATION PROGRAM FOR PRESCHOOLERS

- PNC Grow Up Great Program to Serve 5,000 Children, Families and Teachers -

Mobile, Ala., Nov. 6, 2013 – The Mobile Public Library announced it is receiving a two-year, \$75,000 grant from the PNC Foundation to teach Mobile County children lessons in spending, sharing and saving, and to equip parents to reinforce these lessons at home. PNC provided the funding in support of *Grow Up Great*, its bilingual program in early childhood education.

With the grant from the PNC Foundation, which receives its principal funding from The PNC Financial Services Group, Inc. (NYSE: PNC), the Mobile Public Library will offer children’s activities, and parent education workshops. The instruction will be based on the lessons included in “For Me, for You, for Later: First Steps to Spending, Sharing and Saving™,” a multi-media, bilingual, financial education activity kit that Sesame Workshop, the nonprofit organization behind *Sesame Street™*, created for PNC as part of a continuing partnership in early education.

In addition, the Mobile Public Library will conduct 53 Story Time program workshops for children, parents and early childhood educators at the Ben May Main Library, the Toulminville Branch, and the West Regional Branch. The Story Time workshops will feature books purchased by the library with funds from the grant. Each age-appropriate book will focus on spending, sharing and saving, and book copies will be placed into the library’s collection for public use.

“Through this grant from PNC, we can reach children in Mobile at an early age and help establish smart habits that will last a lifetime,” said Amber Guy, Mobile Public Library Public relations officer. “Each participating child and their parents will receive Sesame Workshop activity kits to extend the financial education beyond the library and into their homes.”

The financial education program is designed to reach 5,000 families per year in Mobile. It will include community “finance fairs” as part of National Library Week and Financial Literacy Month in April, free books, family nights, and age-appropriate activities that will help parents and caregivers reinforce the concepts of saving, spending and sharing.

“Extensive research shows the return on investments in high-quality early education is significant and long lasting - positively impacting our children, society and economy,” said Cedric Hatcher, PNC regional president for the Gulf Coast. “Through this financial education initiative with the Mobile Public Library, we can help young children in our region better understand that everything has value and show parents how to turn everyday moments into financial learning experiences for their kids.”

To further support the local program, PNC is donating 6,000 copies of the “For You, For Me, For Later” financial education kits. PNC employees, who are paid up to 40 hours per year to volunteer for *Grow Up Great* programming, will assist with many of the activities.

Free copies of the “For Me, for You, for Later” instructional kits are available at PNC Bank branches throughout Alabama or online at www.pncgrowupgreat.com and sesamestreet.org/save. PNC also offers online financial education instruction that informs and entertains as part of ‘S’ Is for Savings, a children’s savings account supported separately by PNC Bank, the retail banking division of PNC. Its interactive functions utilize *Sesame Street* characters to reinforce a basic understanding of spending, saving and sharing and leverage the lessons of the bilingual multimedia kits. Learn more at www.pnc.com/SisforSavings.

The Mobile Public Library is a public service agency committed to connecting people with the information and materials they need and seek. Its mission is to provide the resources and services needed to open doors to life-long learning, fulfill citizens’ information needs, and to offer and support cultural and recreational activities. Last year, more than 13,600 children participated in the Library’s summer reading program, and more than 1.4 million visitors checked out 1.8 million items. For more information on Library services, visit www.mplonline.org or www.facebook.com/Mobile.Public.Library.

The PNC Foundation, which receives its principal funding from The PNC Financial Services Group, Inc. (NYSE: PNC) actively supports organizations that provide services for the benefit of communities in which it has a significant presence. The foundation focuses its philanthropic mission on early childhood education and community and economic development, which includes the arts and culture. Through *Grow Up Great*, its signature cause that began in 2004, PNC has created a \$350 million, multi-year initiative to help prepare children from birth to age 5 for success in school and life. For more information, please visit www.pncgrowupgreat.com, www.facebook.com/pncgrowupgreat and www.youtube.com/PNC or follow [@PNCGrowUpGreat](https://twitter.com/PNCGrowUpGreat) on Twitter.

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