

# The first five years are forever.

*It's astonishing when you think about it.* But the person a child becomes—how creative she is or compassionate or brave—is shaped before she can even tie her shoes.

And parents have this amazing opportunity to nurture everything from math and reading skills to self-esteem and imagination in their everyday moments together. In the kitchen, bathtub or at the park.

*Or playing make believe.*

That's why PNC is renewing its promise: devoting ten more years and \$250 million to helping families and communities give kids, from birth to age five, the skills they need to grow up strong and confident.

And enjoy a lifetime of achievement.



learn more at a pnc branch or visit [pnc.com/earlyed](http://pnc.com/earlyed)

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