

PNC Grow Up Great
Mobile Learning Adventure
Fact Sheet

OVERVIEW: The Mobile Learning Adventure (MLA) is a traveling exhibit that provides an opportunity for parents and caregivers to learn about the importance of early childhood education while they engage in fun activities with their children. A part of *PNC Grow Up Great* – a \$350 million, multi-year initiative that began in 2004 to help prepare children from birth to age 5 for success in school and life – MLA includes the “When I Grow Up” station, where kids dress up as different professionals and have their picture superimposed on an appropriate background. In addition, parents can take home activity books and learning kits that demonstrate how to take everyday moments and turn them into learning opportunities.

FEATURES:

At the beginning of the adventure, parents and children will receive an activity flyer with stickers. Once each activity within the MLA is completed, a sticker will be added to the flyer. The MLA consists of four activity stations:

- **Touch Screen Kiosks** – There are two interactive touch screen kiosks for children
 - These kiosks provide fun, interactive and educational activities for children and parents and demonstrate that everyday activities are learning opportunities.
- **“What I Want To Be When I Grow Up” photo station**
 - The photo station is comprised of a green screen and the latest compositing software. Children are able to dress up as the profession of their choice and have their images superimposed upon the appropriate background for the vocation.
 - Examples of costumes include an astronaut, athlete, ballerina, doctor, firefighter and scientist.
 - Following the activity the children will receive a *Grow Up Great* frame with a souvenir photo from the photo station.
- **Craft Area**
 - The craft area consists of a staffed table where children are able to use their imagination to create crafts.
- **Giveaway Table**
 - During the adventure, parents and caregivers receive brochures, activity books, crayons, temporary tattoos and a PNC tote bag. Families with children under the age of 5 will also receive the “Happy, Healthy, Ready for School” multimedia kit (see more information below).

ADDITIONAL HIGHLIGHT:

“Happy, Healthy, Ready for School: Math is Everywhere” kits: Children may receive an activity kit created by Sesame Workshop, the nonprofit educational organization behind *Sesame Street*TM, through a continuing partnership with PNC. The free bilingual, multimedia kits include a guide for parents and caregivers, a children’s book, along with an original *Sesame Street*TM DVD that follows Abby, Elmo, and their Sesame friends in a math treasure hunt as they search for Abby’s lost wand—complete with songs and videos of children discovering mathematics. An educator’s guide is also available online to provide ideas for early childhood teachers to incorporate in their classrooms.

Math is Everywhere materials are available for free at all PNC Bank branches, pncgrowupgreat.com, and sesamestreet.org/math. Additionally, the *Math Is Everywhere* video will be available, at no charge, on Amazon.com VOD and on iTunes (iTunes.com).

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FACTS:

- The target age for the Mobile Learning Adventure is children from age 2 to age 5.
- Depending upon the available space, two bright orange tents, branded with PNC Grow Up Great, are raised as part of the MLA. The two touch screen kiosks and photo station exhibits are located within it.
- Two vehicles and staff serve PNC's expanded territory in the Midwest and Florida. Each of the exhibits visited PNC Bank branches, community events or festivals throughout PNC's footprint. The exhibit travels from spring through autumn.
- In 2011, the exhibits toured 32 markets in twelve states, had 168 event days, traveled more than 37,500 miles and distributed approximately 17,000 "Math is Everywhere" multimedia educational activity kits created by Sesame Workshop as part of a continuing partnership with PNC. In the process, more than 50,700 people visited the MLA and approximately 25,000 photos were processed from the "When I Grow Up" photo station.