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### **PNC GROW UP GREAT AND CLEVELAND ARTS PARTNERS COLLABORATE TO HELP UNDERSERVED PRESCHOOLERS**

***PNC Foundation investment of \$2 million shared among Cleveland Museum of Art, Cleveland Orchestra, PlayhouseSquare and Rock and Roll Hall of Fame and Museum***

***Two local early childhood experts named to  
Grow Up Great Advisory Council***

CLEVELAND, March 5, 2009 – The PNC Foundation today announced *Our Kids and the Arts – A Great Early Start*, a \$2 million investment in four Cleveland arts and cultural institutions to establish new programs and help underserved preschool children succeed in school and life. The announcement came as PNC introduced *Grow Up Great*, a 10-year, \$100 million initiative to improve early childhood education.

The grants will be shared among the Cleveland Museum of Art, The Cleveland Orchestra, PlayhouseSquare and the Rock and Roll Hall of Fame and Museum. PNC's investment leverages the experience of the four institutions, and creates new programs in preschool teacher training and arts activities designed to reach more children in the metropolitan area.

In addition, PNC named Marcia Egbert, senior program officer for human services, the George Gund Foundation, and Deforia Lane, Ph.D., Director of Music Therapy, University Hospitals Ireland Cancer Center, to the Grow Up Great Advisory Council. Composed of leading experts in the fields of education, medicine, government, academia, and philanthropy, the council provides guidance to help improve school readiness. In joining the council, Egbert and Lane bring strong credentials and a commitment to quality early childhood education.

James E. Rohr, chairman and chief executive officer of The PNC Financial Services Group (NYSE: PNC), which is the principal source of funding for the PNC Foundation, made the announcement with Paul Clark, regional president for the Northern Ohio Region for National City, now a part of PNC. Children, teachers and community members gathered at the Administrative Building of the Cleveland Metropolitan School District to hear details of the grants and *Grow Up Great*.

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“Studies have proven that an arts-rich environment helps children succeed in school,” said Rohr. “Cleveland is very important to PNC, and we look to build upon National City’s legacy within the city and region by introducing this bold initiative. Our investment represents a commitment to the rich, cultural energy that has distinguished Cleveland and furthers our investment in school readiness through the arts.”

Rosita, Muppet from *Sesame Street*, joined in the celebration by helping to present a gift of 6,000 “Learning is Everywhere” activity kits. The kits were created by Sesame Workshop, the nonprofit educational organization behind *Sesame Street*, for *Grow Up Great* as part of a continuing partnership. They will be given to all children in the school district’s preschools and to the Council for Economic Opportunities in Greater Cleveland Head Start centers.

### **Role of Partners**

Each of the arts partners will provide several opportunities for PNC employees to volunteer in support of the programs, a hallmark of *Grow Up Great*. In addition, the grants will enable all four institutions to collaborate on a series of professional development days as part of a robust teacher development curriculum. *Our Kids and the Arts – A Great Early Start* program features include:

- The Cleveland Museum of Art – StART SmART: Artists within the museum will help teachers construct lesson plans that include museum artwork. Children and families are invited to monthly visits.
- The Cleveland Orchestra – Musical Neighborhoods: Children will attend pre-school performances at Severance Hall and teachers will learn how to create “Musical Neighborhoods” within their classrooms, complete with visits from musicians.
- PlayhouseSquare – Grow Up Great at PlayhouseSquare: Children will attend performances and benefit from in-classroom visits by teaching artists.
- Rock and Roll Hall of Fame and Museum – Toddler Rock: More children will experience the program through an expansion of the existing schedule of classes.

“The Cleveland Metropolitan School District’s existing programming in early childhood education is greatly enhanced by PNC Grow Up Great,” said Dr. Eugene Sanders, chief executive officer of the school district. “Consistent studies have shown that investments in early childhood education produce measureable results. We look forward to the quality of teacher development and children’s activities made possible by PNC.”

The \$2 million in grants will provide each of the four arts partners an equal share of the funding pledged by PNC over three years and includes funding of an independent evaluation of the program’s success. Each institution has committed to measure the results and share best practices.

### **Gift of Kits: Success in School**

As part of the efforts by PNC and Sesame Workshop to help children reach their highest potential, Rohr presented the Cleveland Metropolitan School District and Cuyahoga County Head Start centers with a gift of 6,000 *Happy, Healthy, Ready for School – Learning Is Everywhere* kits. Dr. Sanders and Jacqueline A. Middleton, president and chief executive officer of the Council for Economic Opportunities in Greater Cleveland Head, accepted the gift of kits on behalf of their respective organizations.

The free bilingual, multimedia kits include a magazine for parents and caregivers, a children's activity book and cards, along with an original Sesame Street DVD that follows Elmo, Abby Cadabby, and their friends on a learning adventure through the everyday moments they have at home and on the go. *Learning is Everywhere* materials are available at [www.sesameworkshop.org](http://www.sesameworkshop.org) and, at no charge, on iTunes ([www.iTunes.com](http://www.iTunes.com)).

As National City becomes integrated into PNC, other elements of *Grow Up Great* will be introduced in Greater Cleveland and throughout the National City footprint. These include rollout of the volunteerism program and volunteer opportunities at early education centers, additional grants, availability of the *Happy, Healthy, Ready for School* kits in National City bank branches, and increased awareness of early childhood education and PNC's programs in support of it. More detailed information regarding the Grow Up Great Cleveland Arts Initiative can be viewed at (link to online media kit).

### **About the Organizations**

The Cleveland Museum of Art (CMA) is renowned for the quality and breadth of its collection, which includes more than 40,000 objects and spans 6,000 years of art history. The museum is a major force in the region, helping to keep Northeast Ohio a vibrant center of learning and artistic endeavor. As one of the nation's top museums, CMA is a significant international forum for exhibitions, scholarship, performing arts and art education.

Long considered one of America's great orchestras, The Cleveland Orchestra stands today among the world's most-revered sym-phonc ensembles. Under the leadership of Music Director Franz Welser-Möst, in concerts at home in Severance Hall, at its summer home, Blossom Music Center; and on tour, The Cleveland Orchestra continues to set standards of performing excellence and imaginative programming that serve as models for audiences and performers alike. The Cleveland Orchestra's Education and Community Programs provide a large and diverse population across Northeast Ohio with a wide range of musical programs, learning opportunities, and community-building celebrations.

The largest performing arts center in the nation outside of New York City, PlayhouseSquare is a not-for-profit organization that presents and produces a wide variety of quality performing arts, advances arts education and creates a destination that is a superior location for entertainment, business and housing, thereby strengthening the economic vitality of the region. The PlayhouseSquare Arts Education Department offers a variety of workshops and classes designed for people of all ages, providing avenues to discovery, appreciation and development in and through the performing arts.

The Rock and Roll Hall of Fame and Museum is the nonprofit organization that exists to educate visitors, fans and scholars from around the world about the history and continuing significance of rock and roll music. It carries out this mission both through its operation of a world-class museum that collects, preserves, exhibits and interprets this art form and through its library and archives as well as its educational programs. For general inquiries, please call 216.781.ROCK or visit [www.rockhall.com](http://www.rockhall.com).

The Cleveland Metropolitan School District (CMSD) is an open enrollment school district providing innovative learning opportunities for more than 50,000 students representing 87 nationalities. As the second-largest school system in the state of Ohio, CMSD oversees more than 100 buildings housing both comprehensive and innovative high schools and Kindergarten-Grade 8 schools. CMSD is on the path to becoming one of the premier school districts in the United States of America.

The PNC Financial Services Group, Inc. ([www.pnc.com](http://www.pnc.com)) is one of the nation's largest diversified financial services organizations providing retail and business banking; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management; asset management and global fund services.

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