CHARLOTTE MECKLENBURG LIBRARY AWARDED $200,000 GRANT FROM PNC FOUNDATION TO CREATE FINANCIAL EDUCATION PROGRAM FOR PRESCHOOLERS

- PNC Grow Up Great Program to Serve 30,000 Children, Families and Teachers –

CHARLOTTE, Oct. 30, 2013 – Charlotte Mecklenburg Library has been awarded a $200,000 grant from the PNC Foundation to teach children lessons in spending, sharing and saving, and to equip parents to reinforce the lessons at home. PNC provided the funding in support of Grow Up Great, its $350 million, multi-year, bilingual program in early childhood education.

The program will serve more than 30,000 Mecklenburg County children, parents, caregivers and educators through story times and other events held throughout the county’s library system. Instruction is based on lessons from For Me, for You, for Later: First Steps to Spending, Sharing, & Saving™, a multimedia, 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.

“PNC is honored to be working with the Charlotte Mecklenburg Library system to help our youngest citizens learn these important financial concepts,” said Weston M. Andress, PNC Regional President of Western Carolina. “Understanding these concepts helps children build a foundation for a successful future.”

The grant from the PNC Foundation, which receives its principal funding from The PNC Financial Services Group, Inc. (NYSE: PNC), will also allow Charlotte Mecklenburg Library to train staff on financial education programming for young children, and build on successful early literacy programs already in place such as the popular "Wee Read" component of Summer Reading. Library story times will include new financial literacy materials.

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The programs are free and open to the public.

Library CEO Lee Keesler looks forward for the opportunity to collaborate on early childhood education. “PNC’s focus on early childhood investment and ‘growing up great’ makes them a natural partner for the library’s early childhood learning programs. Both organizations are committed to helping kids in our community get ready to learn and read by kindergarten,” said Keesler.

In support of the local program, PNC will provide Charlotte Mecklenburg Library with “For You, For Me, For Later” financial education kits for each child and participating family. 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 North Carolina or online at www.pncgrowupgreat.com. Also, PNC 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 pnc.com/SisforSavings.

The PNC Foundation, which receives its principal funding from The PNC Financial Services Group, 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 on Twitter.

For more information about the Charlotte Mecklenburg Library, visit its website at http://www.cmlibrary.org/. Also look for Charlotte Mecklenburg Library on Facebook, Twitter, Flickr and YouTube.

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