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IT'S NEVER TOO EARLY TO LEARN ABOUT FINANCES

*The Y of Metropolitan Washington and the PNC Foundation launch
a new financial education initiative for preschoolers*

WASHINGTON, Oct. 5, 2011 – The YMCA of Metropolitan Washington has received a \$200,000 grant from The PNC Foundation to teach local children lessons in spending, sharing, and saving as well as equip parents to reinforce the instruction at home. PNC awarded the grant in support of *PNC Grow Up Great*, its multi-year bilingual early childhood education initiative. PNC announced today the extension of its innovative program by \$250 million over 10 years to strengthen existing programs in math, science and the arts and reach more children, families and teachers. The PNC Foundation receives its principal funding from The PNC Financial Services Group, Inc. (NYSE: PNC).

The grant will allow the Y to implement lessons from *For Me, for You, for Later: First Steps to Spending, Sharing, and Saving*, a new multimedia educational kit developed by Sesame Workshop for PNC. The Y will incorporate the bilingual kit into the math curriculum that it teaches at its eight accredited preschools and 37 highly acclaimed childcare centers in Washington, D.C., Maryland and Virginia.

In addition, the Y will offer interactive workshops and programs for families to inform and educate parents and other family members about managing finances. In the first year, financial literacy programming will reach 1,000 preschool age children and 300 adults.

"Being financially fit is as important as being physically fit," said YMCA of Metropolitan Washington President Angie L. Reese-Hawkins, who added that the Y's mission extends far beyond that of athletics and physical fitness. "The Y is uniquely positioned to deliver financial literacy to an ever-growing number of preschoolers and families across the metro area. We look forward to using these materials to foster our members' spiritual, mental and physical development."

In addition to traditional training, the Y will facilitate literacy education beyond the classroom by incorporating the *For Me, for You, for Later* financial education kits into

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its annual Healthy Kids Day, a national initiative to improve the health and well-being of families across the country. The PNC funded program also will be delivered to local preschoolers through the outreach of the YMCA's PHD (Physical, Healthy and Driven) On the Move van, a mobile version of a nationally renowned program that teaches kids how to stay healthy for life. Mobile classes will be offered to expose preschoolers to financial literacy concepts and applications to further reinforce learning concepts.

"Research shows that learning to value and manage money can start as soon as children are able to count," said Michael N. Harreld, regional president of PNC Bank in Greater Washington. "Our extension of Grow Up Great will provide additional opportunities to work with the Y and help sustain its initiatives to provide children with a well-rounded education that fosters positive and practical growth into adulthood."

The *For Me, for You, for Later* activity kits feature an original *Sesame Street*TM DVD with Elmo, Cookie Monster and their friends. More than 1 million kits will be produced. Each one includes a parent/caregiver guide and a children's activity book that introduces concepts of spending, sharing and saving. All bilingual materials will be available for free at PNC Bank branches, pncgrowupgreat.com, and sesamestreet.org/save. Additional materials are available online, including an educator's guide and an interactive game featuring Cookie Monster.

To learn more about the PNC Grow Up Great initiative, visit www.pncgrowupgreat.com.

About the Organizations

The YMCA of Metropolitan Washington has been providing vital programs and services for youth development, healthy living, and social responsibility for nearly 160 years. It is one of the largest social service agencies serving Washington, DC, suburban Maryland, and northern Virginia, having created a positive, lasting difference in the lives of 265,000 people last year through its 17 branches and program centers. The Y is committed to growing the community and ensuring that everyone has access to spiritual, mental, and physical growth, regardless of their ability to pay. For more information, visit www.ymcadc.org.

The PNC Foundation, which receives its principal funding from The PNC Financial Services Group (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 its signature cause, *Grow Up Great*, PNC has created a 10-year, \$100 million initiative to enhance early childhood education and school readiness.

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