

CONTACT:

Kelly Amen
(216) 222-9514
(216) 536-8507 (cell)
kelly.amen@pnc.com

PNC PROVIDES \$500,000 TO CENTRAL OHIO ARTS ORGANIZATIONS TO BROADEN AUDIENCES, SPARK INNOVATIVE COLLABORATION

COLUMBUS, Ohio, July 26, 2011 — PNC announced today that 13 local arts organizations with creative ideas for engaging audiences will receive approximately half a million dollars from The PNC Foundation, which receives its principal funding from The PNC Financial Services Group (NYSE: PNC). The grants are the second of three years of financial support for central Ohio arts programming through the PNC Arts Alive initiative, a \$1.5 million effort to expand the reach and economic impact of the arts in the region.

“Central Ohio’s thriving arts scene continues to serve as a key driver of our local economy, although many groups are seeking new ways to meet funding challenges posed by the current environment,” said Michael Gonsiorowski, PNC regional president for central Ohio. “Our entire community benefits from innovative arts programming that bolsters the local economy by creating jobs and drawing more residents and visitors to partake in the rich cultural experiences of this region.”

The second round of Arts Alive grant recipients* span the Columbus metropolitan and regional communities and represent a diverse group of disciplines spanning music, dance, theater and visual arts. Programs demonstrate new collaborations among arts groups, blending traditional and new media into performances, and unique cultural and alternative learning experiences. This year’s recipients include:

Columbus:	CAPA, Carpe Diem String Quartet, CATCO-Phoenix, Columbus Children's Choir, Columbus Symphony Orchestra, The Harmony Project, ProMusica Chamber Orchestra
Delaware:	The Central Ohio Symphony
Lancaster:	Decorative Arts Center
Newark:	The Midland Theatre
New Albany:	New Albany Symphony
Westerville:	The Westerville Symphony
Worthington:	McConnell Arts Center

**Please see below for full program descriptions.*

To bring the PNC Arts Alive initiative to the area, PNC is collaborating with leading community arts partners – the Columbus Cultural Leadership Consortium, the Greater Columbus Arts Council, the Ohio Arts Council, CAPA and the Columbus Foundation.

PNC Arts Alive first launched in central Ohio in September 2010 with grants totaling \$500,000 to enable 13 organizations to utilize innovative technology for performances and forge new relationships with other local arts groups. With that programming ongoing throughout 2011, the latest PNC Arts Alive grants will continue to enable local organizations to attract additional visitors and expand audience participation.

“We have been awed by the creativity and collaborative spirit of the central Ohio arts scene,” Gonsiorowski said. “As the first year programs have gotten underway, we already have received positive feedback from grant recipients about the increased scope and reach of their programs.”

An integral component of the PNC Foundation’s grant making is a requirement to measure the effectiveness of its giving. To assess the overall impact of the Arts Alive initiative, PNC has incorporated funds for an independent evaluation upon completion of programming.

The PNC Foundation 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. For more information, visit www.pncartsalive.com. Follow *@PNCNews* on Twitter for breaking news, updates and announcements from PNC.

[Grant Recipients and Program Descriptions Follow]

GRANT RECIPIENTS AND PROGRAM DESCRIPTIONS

Returning Grantees:

CAPA - PNC Arts Alive All Access \$47,000

CAPA is currently offering \$5 tickets to make arts performances and exhibits accessible and affordable for visitors ages 13-17. This grant will expand the subsidized ticket program to guests ages 18-25 to increase attendance among college-age residents, young graduates and young workers.

Carpe Diem String Quartet – A Persian Musical Fest \$35,000

Carpe Diem String Quartet will produce three evening concerts, one afternoon concert designed for children, and four days of concerts at eight central Ohio schools. Each concert will involve Iranian musicians, dancers and poets who will perform before and during the concerts. The funds also will provide Persian and Iranian food at all concerts to offer attendees opportunities to further explore the culture. A DVD of the concert will be recorded, produced and distributed free of charge to central Ohio schools and libraries.

CATCO-Phoenix – From the Page to the Stage; The Rubenstein Kiss \$45,000

CATCO-Phoenix will produce the U.S. premiere of The Rubenstein Kiss, a play inspired by the true story of a couple who was tried and executed in 1953 for passing secrets to the Soviet Union. The funds also will support a social media initiative to provide glimpses of the process from printed page to stage.

Midland Theatre – S.T.E.M. on Stage! \$50,000

The Midland Theater will collaborate with the Newark school system to develop three stage performances that bring science, technology, engineering and mathematics (S.T.E.M.) to life to engage and excite students about learning.

The Westerville Symphony – Daniel Bernard Roumain Residency \$25,000

The Westerville Symphony will sponsor a residency for Daniel Bernard Roumain, a young Haitian-American violinist with an eclectic background. During the residency, Roumain will lead master classes at Otterbein University, lead orchestra workshops at Westerville schools and perform a concert for adults titled "Hip Hop Studies and Etudes."

New Grantees:

The Central Ohio Symphony – Astronomical Pictures at an Exhibition \$33,000

The Central Ohio Symphony will produce a performance of pictures synchronized to music at an exhibition by Mussorgsky/Ravel. Noteworthy artist in the program include astronomer Jose Francisco Salgado, Columbus composer Sean Beeson and soloist Jeff Queen.

Columbus Children's Choir - KENTE \$40,000

The Columbus Children's Choir will collaborate with the Columbus Children's Theatre, Thioossane West African Dance Institute and Thurber House to produce a showcase of West African folktales interpreted through dance, drama and song. The funds also will sponsor a week-long residency and children's folktale class taught by Dr. Buchi F. Offodile, a professor at Kent State University and author of The Orphan Girl, a collection of 41 folktales. Students will write their own stories and receive a bound copy of their folktales at a reception for Dr. Offodile.

Columbus Symphony Orchestra - PNC Arts Alive Concerts for Kids The Columbus Symphony Orchestra will present musical adventures for children (ages 2-10) and their families along with pre-concert learning and fun activities. Activities will include animals from the Ohio Wildlife Center, musical crafts with the Columbus Museum of Art, live harp performances, a musical instrument "petting zoo" from the Loft Violin Shop and Music and Arts Center, dancing, singing and more.	\$25,000
Decorative Arts Center - Appalachian Strings: The Instruments, Their Makers, The Music The Decorative Arts Center will produce "Appalachian Strings: The Instruments, Their Makers, The Music." The project seeks to generate a heightened understanding and appreciation of the instrumental roots of American music.	\$25,000
The Harmony Project – Spring 2012 The Harmony Project will collaborate on a project with the Jazz Arts Group to present "Lifting Every Voice: A Concert to End Homelessness" in the Lincoln Theatre. During the 10 week rehearsal phase, the choir will meet to rehearse and participate in designated community service activities.	\$25,000
McConnell Arts Center – PNC Arts Alive Worthington-Sayama Arts Exchange The McConnell Arts Center will exchange art exhibits with Sayama Citizen Art Society in Japan. The McConnell Arts Center exhibit will be shown at the Civic Hall in Sayama, Japan while the Sayama citizens' art will be showcased at the McConnell Arts Center in Worthington, Ohio. Representatives from the respective countries will accompany their exhibits and present two to three lectures on the art process, their culture and historical perspective. The project will be documented in print, video and virtual media and made available to schools or other educational venues as classroom materials.	\$45,400
New Albany Symphony – Portraits of a Columbus Bicentennial New Albany Symphony will produce two multi-disciplinary performances, combining several arts mediums centered on Aaron Copland's Appalachian Spring and Lincoln Portrait. Mayor Michael Coleman will narrate Abraham Lincoln's Gettysburg Address while the symphony plays Lincoln Portrait. Photography by local high school students will be projected above the orchestra during the performance of Appalachian Spring.	\$44,000
ProMusica Chamber Orchestra – Franklin Park Summer Concert Series ProMusica Chamber Orchestra will perform a three-concert summer series free to the public on the grounds of the Franklin Park Conservatory. The projects will engage a diverse audience with a particular focus on reaching residents in the near East Side neighborhoods surrounding Franklin Park. The funds also will provide hands-on activities prior to each concert and access to educational resources at the Community Garden Campus.	\$45,000

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