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**THE PNC FOUNDATION ANNOUNCES \$500,000 IN GRANTS TO  
13 CENTRAL OHIO ARTS ORGANIZATIONS**

*PNC Arts Alive grants serve as economic development boost by expanding access  
to the arts and supporting innovative programs*

COLUMBUS, Ohio, Sept. 22, 2010 — Thirteen area arts groups with innovative ideas for reaching new audiences were awarded grants of a combined total of \$500,000 today by the PNC Foundation through PNC Arts Alive. The grants are the first of \$1.5 million to be awarded over three years.

The grant recipients represent a diverse mix of large and small, Columbus- and regionally-based organizations that cross a wide-range of arts disciplines from music to dance to theater to the visual arts.

“With so many worthy arts organizations struggling to meet the cost of day-to-day operations and often competing for funding, the creation of new programs is limited,” said Milt Baughman, interim president of the Greater Columbus Arts Council. “PNC Arts Alive comes at a critical time and will enable these organizations to expand their programming and provide more opportunities for the residents and visitors of central Ohio to access the arts.”

Strong collaboration emerged as a central theme among the central Ohio grant recipients, several of which will work together in new ways and across artistic disciplines. Further, the innovative use of technology to engage and assemble audiences also received funding priority, as nearly one-half of recipients included a social media or multimedia component to their programs. Youth programming was another popular theme, with one-third of today’s grants funding programs aimed at children and teenagers.

Grant recipients include:

<b>Columbus:</b>	CAPA, Carpe Diem String Quartet, CATCO-Phoenix, Columbus Gay Men’s, Chorus, Columbus Museum of Art, The King Arts Complex, Shadowbox
<b>Delaware:</b>	The Arts Castle of Delaware
<b>Lancaster:</b>	The Lancaster Festival
<b>Newark:</b>	The Midland Theatre
<b>West Liberty:</b>	Mad River Theater Works
<b>Westerville:</b>	The Westerville Symphony
<b>Zanesville:</b>	Zanesville Museum of Art

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“Investing in fresh and imaginative arts programs helps to enrich our community and strengthen our economy by providing employment, boosting tourism and making the region attractive for businesses, residents and visitors,” said Michael Gonsiorowski, PNC central Ohio regional president, speaking on behalf of The PNC Foundation. “The level of creativity and collaboration demonstrated by our local arts community will have a positive impact on the economic and cultural vitality of this region.”

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

Integral to PNC’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.

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. For more information, visit [www.pncartsalive.com](http://www.pncartsalive.com). Follow @PNCNews on Twitter for breaking news, updates and announcements from PNC.

PNC operates more than 70 bank branches and 158 ATMs across central Ohio.

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**Grant Recipients and Program Descriptions**

**The Arts Castle of Delaware (FREE PUBLIC ART PERFORMANCES) \$25,000**

The PNC Arts Alive Exhibition Series will present a series of at least seven free public arts shows showcasing the work of both local professional and amateur artists. It also will include the annual Delaware County High School Art Show, offering financial awards to students.

**CAPA (SUBSIDIZED TICKETS) \$46,000**

This program will help arts groups reach teenagers ages 13 through 17 - an audience that is notoriously difficult to reach but critical for the future - by offering \$5 tickets to make arts performances and exhibits accessible and affordable. More than 20 arts organizations will participate, ranging from large institutions like BalletMet to small groups like Six Strings Concerts.

**Carpe Diem String Quartet \$47,000**

Through "PNC Arts Alive presents Music from the Start," Carpe Diem will develop tailored programs for three-to-five year-olds, working with teachers and staff of the Head Start program in Franklin County. A videographer will be at many of these school visits and will produce an interactive DVD that can be distributed to schools in low-to-moderate income areas.

**CATCO-Phoenix (FREE PERFORMANCES) \$45,000**

CATCO-Phoenix will produce a series of 10 free staged play readings in collaboration with three emerging theatre companies: Whistling in the Dark, Evolution Theatre Company and Available Light Theatre as part of "PNC on Stage." To encourage audience comments, patrons' tweets (Twitter postings) will be displayed on a screen behind the actors in real-time. Twitter users not in attendance who read the comments will become interested in the series and help build the audience.

**Columbus Gay Men's Chorus \$25,000**

A collaboration between Columbus Gay Men's Choir, Columbus Children's Choir and Promusica Chamber Orchestra to present "Musicians in Harmony" at the historic Lincoln Theatre, this program combines three diverse arts groups into one project to give each group's unique audience the chance to gain awareness and appreciation of new art forms.

**Columbus Museum of Art (FREE TICKETS) \$45,000**

The "PNC Summer Fun Initiative" will offer Central Ohio residents free admission and a wealth of rich art experiences daily throughout July and August of 2011. Programs include "Surprise Supplies Saturdays," "Creative Fridays," "Make Art!" every Tuesday, "Community Capers" every Thursday, "Drawing in the Galleries" experiences, and musical performances every Sunday. Most activities will be mediated by trained staff to deepen and enrich the visitor experience.

**The King Arts Complex \$45,000**

"Jazz on the Avenue" is a concert series that showcases musical talent in traditional jazz and other musical forms influenced by jazz. The series exposes middle school to college age students to musicians in settings other than traditional concerts: online and live-performance, long-distance learning opportunities, lecture/demonstrations of instruments and vocalization techniques.

**The Lancaster Festival**

**\$32,750**

The PiNoCchio Ballet project will combine outstanding professional musicians, dancers, costume and design artists and production personnel in the creative process of a new work with some of the most promising student musicians, dancers and artists in central Ohio. Professional dancers from BalletMet will be featured as well as gifted student dancers from the BalletMet school and other area dance academies. Student visual and design artists will work with professional costume and set designers.

**Mad River Theater Works**

**\$45,000**

Mad River Theater Works will create "The Living WPA: A Play with Music" based on the Living Newspaper, a genre of theater developed by the Federal Theater Project of the 1930's, to deliver local news to more regional and national audiences by creating plays and radio pieces taken from real-life stories. The Living WPA project will be a multi-media performance presenting stories of the people and place of rural Ohio. Topics will include the Great Depression and the New Deal and how it affected families of rural Ohio.

**The Midland Theatre**

**\$45,000**

The Virtual Music Workshop will create a multi-media performance of Holst's "The Planets" in collaboration with the Newark Granville Symphony Orchestra. Narration for the performance, including interview with scientific experts on each of the planets, will be integrated into the concert. Educational opportunities will be extended through live internet streaming and satellite feeds. Digital recordings of these activities will be made available to school libraries for later use.

**Shadowbox**

**\$25,000**

Shadow Box and BalletMet are creating "Make It Live!" as an audience development and education component of their collaboration to create a full-length World Premier of "7 Deadly Sins," combining the seemingly opposite qualities of rock-n-roll and ballet. Seven choreographers are being commissioned by BalletMet to create movement for each "sin," set to music performed by Shadowbox's house band, BillWho? The Make It Live! component will include extensive video-documentation of the creative process, made available with live streams and with widespread promotion and access via webs sites and social media.

**The Westerville Symphony (FREE CONCERTS)**

**\$40,028**

The "Tunes and Tales" program pairs classic children's books with classical music. Concerts are presented, free of charge, for children ages two through eight at the Westerville, Worthington, Columbus Main and the Karl Road branch libraries. The concerts will be recorded and broadcast on the Symphony and Library's web sites as a podcast. Participating families will receive one book per family to encourage them to revisit the podcast and recreate the concert experience at home.

**Zanesville Museum of Art**

**\$34,500**

The "Art Watch" project will engage contemporary Ohio artists to present open commentary on works of art from the past and recreate the work in their own style. Each day will focus on a different medium, including pottery, glass, original prints, and quilts/fiber. Visitors will be invited to view, interact and create their own art and to photograph and comment with their favorite social media. "Art Watch" will be process-oriented, personal and participatory, as well as viewable through real-time video and audio shared through the internet.

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