

CONTACT:

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

PNC OFFERS GRANTS TOTALING \$485,000 TO CENTRAL OHIO ARTS GROUPS THROUGH 'ARTS ALIVE' PROGRAM

COLUMBUS, OH, Feb. 1, 2012 – The PNC Foundation, which receives funding from The PNC Financial Services Group, Inc. (NYSE: PNC), announced today it is accepting applications for \$485,000 in grants as part of the third year of the *PNC Arts Alive* program. Grants of \$25,000 and above will be awarded to qualified arts organizations located in the 14-county central Ohio region.

PNC Arts Alive is a \$1.5 million, three-year initiative to support diverse audience participation, value-added public programming and innovative use of technology in the region.

To date, \$900,000 in funding has been awarded to [21 regional arts organizations](#), including a diverse mix of Columbus- and regionally-based organizations that cross a wide-range of arts disciplines from music to dance to theater to the visual arts.

“Central Ohio’s thriving arts community has truly embraced the mission of the PNC Arts Alive program,” said PNC Regional President Michael Gonsiorowski, speaking on behalf of the PNC Foundation. “Since we first introduced the initiative, local organizations have been using the grants to create innovative programs, draw new audiences and spark dynamic collaborations that already are enhancing the artistic landscape of this region in a meaningful way.”

Examples of Arts Alive-funded programming include The Central Ohio Symphony’s *Astronomical Pictures at an Exhibition* that will incorporate images synchronized to music at an exhibition by Mussorgsky/Ravel; ProMusica Chamber Orchestra’s free, three-concert summer series on the grounds of the Franklin Park Conservatory and The Columbus Children’s Choir’s collaboration with the Columbus Children’s Theatre, Thioassane West African Dance Institute and Thurber House to produce a showcase of West African folktales interpreted through dance, drama and song.

“PNC’s investment in ProMusica, through its Arts Alive initiative, is instrumental in helping us launch a brand new collaboration between ProMusica and Franklin Park Conservatory,” said Janet Chen, executive director, ProMusica. We are thrilled to offer our first-ever summer concert series on the beautiful grounds at Franklin Park, and PNC’s financial commitment will allow us to offer these performances free of charge, making them accessible to everyone in our community.”

"The PNC Arts Alive grant has enabled the Central Ohio Symphony not only to perform a major concert but also to blend in other arts programming throughout the community, allowing us to engage diverse audiences outside of the concert hall," said Warren W. Hyer, executive director.

Arts organizations may visit www.PNCArtsAlive.com for more information on how to apply for funding. A short-form application and narrative is due via electronic submission on or before Monday, Feb. 29, 2012 at 5 p.m. Submissions will be reviewed and applicants will be notified of their standing in mid-March. The top finishing applicants will be invited to a second, more extensive application process, with the final grantees announced in June 2012 for programming that occurs in the 2013 calendar year.

The PNC Foundation, which receives its principal funding from The PNC Financial Services Group (www.pnc.com), 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.

###

Ohio Arts Organizations Receiving Year Two PNC Arts Alive Grants

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