

**CONTACT:**

Edward Kozmor  
(215) 585-5437  
(609) 841-5765 (cell)  
edward.kozmor@pnc.com

**THE PNC FOUNDATION PROVIDES \$1 MILLION TO ARTS ORGANIZATIONS  
FOR MOBILE ART EXPERIENCES, FREE PUBLIC ARTS AND  
FAMILY-ORIENTED PROGRAMS**

*PNC Arts Alive supports 26 organizations in year three of five-year initiative*

PHILADELPHIA, PA, May 10, 2011 – Twenty-six arts organizations with innovative ways to bring visual and performing arts to new audiences were awarded grants of a combined \$1 million today by The PNC Foundation through PNC Arts Alive. To date, PNC Arts Alive has awarded 76 grants totaling \$3 million to local arts organizations in the Greater Philadelphia/Southern New Jersey region.

PNC Arts Alive is a five-year, \$5 million initiative from the PNC Foundation, which receives its principal funding from The PNC Financial Services Group, Inc. (NYSE: PNC). The goal of PNC Arts Alive is to help area residents gain access to the arts, and to help arts organizations expand and engage audiences.

The Year-Three grant portfolio represents a wide range of disciplines, audiences and participatory experiences from arts groups large and small, City and suburban. New to the Arts Alive portfolio are mobile arts studios that bring hands-on programs to diverse audiences across the region, art experiences in highly accessible locations including subway stations, neighborhoods and city parks and recipient organizations from Chester and Delaware Counties. Family arts programming and free public arts programs targeting non-typical arts goers are a common thread again in this year's portfolio.

"Diversity is one of the core values of PNC," said Bill Mills, regional president of PNC for Philadelphia and Southern New Jersey. "We recognize the critical value of differences in tastes and access to the arts. This year's portfolio will help people experience art in new ways and in unexpected places, to engage them now and in the future."

Two new grantees literally take art on the road. The Fleisher Arts Memorial will make stops throughout Philadelphia with "ColorWheels," a professionally staffed arts studio while the Main Line Art Center mobile arts studio travels to school and community events throughout Delaware County.

Philadanco's apprentices will perform free for Philadelphia's economically-disadvantaged youth, Commonwealth Youthchoirs will premiere a 'sung story' about the Underground Railroad at a free-festival weekend and Philadelphia Gay Men's Chorus will stage a production about self-acceptance with free tickets for underserved youth.

Outdoor performances around the region will include Spiral Q at busy transit stops along the Broad Street and Market-Frankford lines and Scribe Video Center's independent and family-friendly films in 14 different locations throughout Philadelphia. Philadelphia Live Arts will present a surprising dance performance In Old City inspired by Philadelphia's architecture and public spaces and in South Jersey, The Ritz Theatre Company will perform three free performances of a Broadway musical at Wiggins Park in Camden.

The first \$1 million in grants was awarded to 23 groups in July 2009 with the second \$1 million awarded in May 2010 to 27 groups. Eight grantees have received funds in each grant cycle. This year nine arts groups are new to PNC funding with 12 returning and five service partners receiving grants. *(Full description of grantees is below).*

For more information visit [www.pncartsalive.com](http://www.pncartsalive.com).

The PNC Foundation, which receives its principal funding from The PNC Financial Services Group ([www.pnc.com](http://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. Through its signature cause, Grow Up Great, PNC has created a 10-year, \$100 million initiative to enhance early childhood education and school readiness.

## **Nine New Grantees**

### Black Pearl Chamber Orchestra

\$27,000

The PNC Arts Alive Open Rehearsal Series, created in partnership with the School District of Philadelphia, will provide students with access to four working rehearsals and an up-close and personal look at the creative process. It features an "iConduct!" session where select students are invited on stage for a brief conducting lesson and test run with the orchestra. The program culminates in free tickets and transportation to the concerts for the students and their families. [www.blackpearlco.org](http://www.blackpearlco.org)

### Commonwealth Youthchoirs

\$50,000

The grant will fund The Good Raised Up—a "sung story" recounting an event along the Underground Railroad. The performance will be sung by Commonwealth Youthchoirs' Keystone State Boyschoir and the Pennsylvania Girlschoir and will be created by two Philadelphia artists: an acclaimed storyteller and a jazz violinist. It will premiere at a free festival weekend in the spring of 2012. [www.cychoirs.org](http://www.cychoirs.org)

### Fleisher Art Memorial

\$35,000

ColorWheels is a professionally-staffed mobile arts studio that will make stops throughout Philadelphia and engage kids and adults in innovative and cultural art projects like printmaking and photography. The program aims to reach 3,500 kids and adults in its first year and strives to eliminate barriers among communities and increase participation in art making. [www.fleisher.org](http://www.fleisher.org)

### Main Line Arts Center

\$35,000

The PNC Mobile Arts studio will travel the county, making 2 -3 stops a month at school and community events to engage participants in free art activities. It will be unveiled at the Arts Center's free family arts center, celebrating its 75<sup>th</sup> anniversary. [www.mainlineart.org](http://www.mainlineart.org)

### People's Light and Theatre Company

\$40,000

The PNC Arts Alive Family Discovery Series includes subsidized ticket prices on Family Access Nights. Online media tools will be used to expose youth and families to the process of play-making from start to finish. [www.peopleslight.org](http://www.peopleslight.org)

### Perkins Center for the Arts

\$35,000

Social Artworking is a social media campaign to expand and diversify Perkins Center's audience through online interactions and incentives to stimulate interest. Each Collingswood art exhibition will kick off with a free reception and six free Family Saturdays will provide activities thematically connected to each exhibition. [www.perkinscenter.org](http://www.perkinscenter.org)

### Philadanco

\$45,000

PNC Arts Alive Philadelphia Dances will offer 20 free performances by company apprentices. Specifically targeted to economically disadvantaged youth, the program will include discussions, videos and opportunities to participate in dance classes. [www.philadanco.org](http://www.philadanco.org)

### Philadelphia Gay Men's Chorus

\$35,000

In honor of their 30<sup>th</sup> anniversary, PGMC will stage three performances of "Meatamorphosis" a production of dance and music illustrating the fear and misunderstanding but ultimate self-acceptance that a gay individual encounters. One of the performances will feature free tickets for underserved youth and discounted tickets for college students. [www.pgmc.org](http://www.pgmc.org)

### Scribe Video Center

\$35,000

PNC Arts Alive presents Street Movies!, a series of free outdoor films and discussions in 14 different locations throughout Philadelphia. Independent, family-appropriate films that are entertaining and focused on relevant social issues will be screened. A professional host will facilitate each event and lead interactive discussions with the filmmakers. [www.scribe.org](http://www.scribe.org)

## Returning Grantees

|   |          |
|---|----------|
| <u>Appel Farm Arts &amp; Music Center</u>   | \$45,000 |
| <p>The PNC Arts Alive grant will fund New Roots and Branches, a concert series with subsidized tickets, value-added programming such as pre-and post-performance conversations with artists and hands-on workshops. Appel Farm will also create an advisory committee to engage underserved audiences. The program will be integrated into VirtuARTsity, which was funded by Arts Alive in 2009. <a href="http://www.appelfarm.org">www.appelfarm.org</a></p>   |          |
| <u>Bay-Atlantic Symphony</u>  | \$40,000 |
| <p>The PNC Arts Alive grant will be in the form of a season-long ticket subsidy reducing seat prices by more than 30 percent for the classical series. The season kick-off titled, "I Hear a Symphony, a Celebration of Motown's Greatest Hits," will also have subsidized tickets. <a href="http://www.bayatlanticsymphony.org">www.bayatlanticsymphony.org</a></p>  |          |
| <u>Fairmount Park Art Association</u>   | \$40,000 |
| <p>Sculpture Saturdays presented by PNC Arts Alive continue for six consecutive Saturdays in September and October 2011. Families can participate in sculpture-making activities inspired by Philadelphia's public art hear live music and download audio tours for iPod/iPhones. Public Arts Ambassadors will also be present to answer questions regarding the nearby sculptures. <a href="http://www.fpa.org">www.fpa.org</a></p>  |          |
| <u>Mann Center for the Performing Arts</u>  | \$43,000 |
| <p>PNC Arts Alive, Philadelphia ON Parade! is a free family performing arts festival with a parade to the Mann Center followed by a festival of diverse art forms including music, arts and crafts and featuring meet-the-artist sessions. It concludes with a Gospel choir competition on the main stage. <a href="http://www.manncenter.org">www.manncenter.org</a> (AA)</p>  |          |
| <u>Mid-Atlantic Center for the Arts &amp; Humanities</u>  | \$35,000 |
| <p>PNC Arts Alive will fund audience development for the Cape May Music Festival targeting new audiences, including school-age children, young adults and adults age 55 and over. <a href="http://www.capemaymac.org">www.capemaymac.org</a></p>  |          |
| <u>Philadelphia Live Arts Festival &amp; Philly Fringe</u>  | \$50,000 |
| <p>PNC Arts Alive will once again present the Philadelphia Live Arts Festival &amp; Philly Fringe and 'UNTITLED' a new public art piece inspired by Philadelphia's architecture and public spaces. This free and unexpected presentation will be performed in site-specific locations throughout the Center City and foster awareness of the Festival in diverse and densely-populated areas. <a href="http://www.livearts-fringe.org">www.livearts-fringe.org</a></p>  |          |
| <u>Philadelphia Museum of Art</u>   | \$50,000 |
| <p>Through PNC Arts Alive support, families will receive free passes and transportation will be provided for community group partners for two programs. The first is Special Family Events, which occur bi-monthly and feature hands-on activities, gallery tours and cultural performances. The second is the Every Family Party, a vibrant family festival with art activities, dancing, live music, cultural performances, and explorations of the Museum's galleries and masterpieces. <a href="http://www.philamuseum.org">www.philamuseum.org</a></p> |          |
| <u>Philadelphia Orchestra</u>   | \$80,000 |
| <p>PNC Arts Alive once again support eZseatU and Sound All Around – education and community partnership programs that serve young, diverse audiences in Philadelphia. Sound All Around introduces preschoolers to classical music and allows them to meet the musicians. eZseatU offers all college students a \$25 season membership allowing students to attend any number of subscription concerts for \$1 each and enjoy five College Nights. <a href="http://www.philorch.org">www.philorch.org</a></p>  |          |
| <u>Ritz Theatre Company</u>   | \$40,000 |
| <p>PNC Arts Alive in the Park: Theatre Under the Stars provides three free performances of "Barnum" at Wiggins Park in Camden, in the heart of the community and providing arts access to all. Actors will be trained in American Sign Language to engage those who are hard-of-hearing. <a href="http://www.ritztheatreco.org">www.ritztheatreco.org</a></p>   |          |

Spiral Q Puppet Theater \$25,000  
Spiral Q Puppet Theater will present Punchlines—short performances at 16 busy transit stops along the Broad Street and Market-Frankford Lines. The multi-disciplinary performances will be shared online for audience feedback and residents' creative contributions. [www.spiralq.org](http://www.spiralq.org)

Taller Puertorriqueno \$30,000  
PNC Arts Alive will bring together performers from Center City and Latino musicians from North Philadelphia to exchange styles of arts. Presentations of the opera, "Guadalupe, Our Lady of the Roses" will be the main attraction of the project, which is called Crossing Cultures. [www.tallerpr.org](http://www.tallerpr.org)

Wheaton Arts and Cultural Center \$35,000  
PNC Arts Alive! Family Fun Days will include interactive, family-oriented activities that educate and engage children broad on 25 Sundays and at the Festival of Fine Craft, a two-day event. Admission will be free for children. [www.wheatonvillage.org](http://www.wheatonvillage.org)

**Returning Service Partners**

Arts & Business Council of Greater Philadelphia \$40,000  
ArtReach \$20,000  
Greater Philadelphia Cultural Alliance \$50,000  
South Jersey Cultural Alliance \$20,000

**Evaluation**

Open Minds \$20,000

# # #