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THE PNC FOUNDATION PROVIDES \$1 MILLION TO ARTS ORGANIZATIONS FOR FREE FAMILY PROGRAMS, TICKET SUBSIDIES AND EDUCATION OUTREACH

PNC Arts Alive supports 27 organizations in the Greater Philadelphia and Southern New Jersey Region in year two

PHILADELPHIA, PA, May 4, 2010 – Twenty-seven regional arts groups with fresh ideas for increasing arts access were awarded grants of a combined \$1 million today by The PNC Foundation through PNC Arts Alive.

The year-two grant portfolio represents a mix of large and small, and suburban and metropolitan arts organizations representing a wide-range of arts disciplines in the Greater Philadelphia and Southern New Jersey region.

Emerging as a common theme in the year-two portfolio is family arts programming with nearly a third of today's recipients receiving grants for programming geared to family audiences. The innovative use of technology to engage and assemble audiences and programs that increase arts access through effective ticket subsidies also surfaced as funding priorities.

"Investing in innovative arts programs is a key step in ensuring the future of our local economy," said Bill Mills, regional president of PNC for Philadelphia and Southern New Jersey. "We understand the valuable return that the arts can deliver. The businesses we attract, the jobs we create and the visitors who extend their stay are drawn by what the Greater Philadelphia and Southern New Jersey region has to offer."

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 first \$1 million in grants was awarded to 23 groups in July 2009. This year, 13 new arts organizations, eight returning organizations and six service partners received grants. (*Full description of grantees is below*).

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Family programs receiving grants include the Fairmount Park Art Association's sculpture making; the Opera Company of Philadelphia's children's programming tailored to specific age groups; the Abington Arts Center's outdoor concerts and hands-on art activities; the Wheaton Arts and Cultural Center's Sunday family fun programs; and the Mann Center for the Performing Arts' free family performing arts festival.

The Philadelphia Museum of Art, a returning 2009 partner, will launch four Pay What You Wish First Sunday programs in 2010 and 2011 featuring child-centered gallery tours, drawing workshops, storytelling and a Family Studio where adults and children make art together.

According to the Greater Philadelphia Cultural Alliance, the importance of families to the region's cultural sector cannot be underestimated. Contrary to popular belief, when a couple has children, they don't drop out of the cultural system. In fact, families with children are the group most engaged in arts activities and attendance as reported in the Cultural Alliance's 2009 report, "Research into Action."

"These Arts Alive programs, particularly for preschoolers whose families wouldn't normally be able to afford the arts, will help close the gap between those children who are prepared to enter school and those who are not," added Mills. "That's consistent with PNC Grow Up Great, our 10-year, \$100 million initiative in early childhood education."

For more information visit www.pncartsalive.com.

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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5 New Grantees—Family Programs

Abington Arts Center – FREE & REDUCED PRICING

\$25,000

The PNC Arts Alive grant will fund visual and performing arts activities free of charge or \$5 tickets for special activities to the public in the Sculpture Park over the summer of 2011. To engage young audiences, AAC will hire college and high school interns as cultural reporters sharing behind-the-scenes stories on line and via social networking.

www.abingtonartcenter.org

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Fairmount Park Art Association – FREE

\$35,000

Sculpture Saturdays presented by PNC Arts Alive is a series of family activities that will be held along the Benjamin Franklin Parkway for six consecutive Saturdays in September and October 2010. Families may visit the PNC Arts Alive tent and participate in sculpture-making activities inspired by Philadelphia's public art. Twice daily I-pod tours will leave from the tent exploring the Parkway sculptures by audio tour. There also will be a text-messaging scavenger hunt leading participants from sculpture to sculpture with the goal of engaging young audiences.

www.fpaa.org

Mann Center for the Performing Arts – FREE

\$40,000

PNC Arts Alive, Philadelphia on Parade! is a free Festival of performing arts for the entire family that will include activities presented throughout The Mann's campus on multiple stages with hundreds of artists, multiple genres and cultures, Meet the Artists sessions, arts and crafts, food from around the world, and family-focused activities. www.manncenter.org

Opera Company of Philadelphia (FREE)

\$45,000

PNC Arts Alive Family Day at the Opera at the Academy of Music will promote family participation in the arts by leveraging the unique multidisciplinary medium of opera. The event will consist of six hours of concurrently running programming for ages 5 -7, 8 – 13, and 14 and above. Each age group will be offered an operatic experience and numerous participatory activities centered on artistic creation and technology tailored to their age group.

www.operaphila.org

Wheaton Arts and Cultural Center

\$25,000

PNC Arts Alive! Family Fun Days will combine a broad range of new/existing family activities and events on 28 Sundays this season, attracting new audiences and encouraging regular family participation. Offering free admission to all children and frequent reduced-admission incentives for adults will allow local/regional residents living in economically-challenged circumstances to become repeat visitors and active arts participants. Diverse arts/cultural programming, changing hands-on activities, and a park-like setting with a variety of indoor/outdoor events, exhibits, dance and music performances, and artist demonstrations are planned. With the art of glassmaking as the backdrop, the goal of the program is to provide both familiar and exciting new arts experiences for all ages. www.wheatonvillage.org

1 Returning Grantee—Family Programs

Philadelphia Museum of Art (SUBSIDIZED)

\$50,000

Through PNC Arts Alive support, families from the region and beyond will enjoy the treasures of the Philadelphia Museum of Art—regardless of their ability to pay full Museum admission fees—on “Pay What You Wish First Sundays.” While children twelve and under always enjoy free admission, “Pay What You Wish First Sundays” enable the entire family to share in the Museum experience. PNC Arts Alive will present four “First Sundays” in 2010 – 2011. Every PNC Arts Alive “First Sunday” will feature hands-on, kid-friendly activities inspired by the Museum's internationally renowned collections, which represent the best in human creativity from across five continents and 2,000 years. Bringing more of the best in fun, creativity, and learning to families, PNC Arts Alive will also present the Every Family Party on November 13, 2010. This artful and affordable event, ideal for children age two to eleven, is a vibrant family festival with art activities, dancing, live music, cultural performances, and explorations of the Museum's galleries and masterpieces. www.philamuseum.org

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New Grantees

African American Museum

\$75,000

The PNC Arts Alive grant will fund Lens Legacy, which gives museum patrons, students and others the opportunity to become part of art and the African American tradition of storytelling by sharing their personal stories in video recorded statements. Remarkable performances and the responses they evoke are shared with others on site at AAMP and via the web.

www.aampmuseum.org

Bristol Riverside Theatre – REDUCED TICKETS

\$30,000

(\$10 adults; \$2 - \$5 for students)

The PNC Arts Alive grant will fund Bridges, a series of five artist residencies that bridge the audience-artist relationship. The series will engage the audience in the creative process and provide access for new and diverse audiences at the Bristol Riverside Theatre and non-traditional locations. www.brtstage.org

Koresh Dance Company – FREE

\$30,000

Behind the Scenes: Koresh Dance Company presented by PNC Arts Alive will feature an one-hour video episodes to be shown bi-weekly online. These episodes will feature rehearsals, costume fittings, meetings with lighting designers and interviews with the dancers. On three occasions, the episodes will be broadcast at The Piazza at Schmidt's on large screens engaging passersby in the creative process of a dance company. www.koreshdance.org

Painted Bride Art Center – (FREE)

\$40,000

PNC Arts Alive will present Art-To-Go! a new multi-disciplinary performance-based outreach series that harnesses technology's viral distribution to gather audiences, while encouraging technology use, such as cell phones, to chronicle and discuss events. Cell phone numbers will be collected through promotional incentives well in advance of the first event date.

Each free outreach event is tied thematically to a ticketed project, often on the same day.

www.paintedbride.org

Philadelphia Theatre Company (SUBSIDIZED AND FREE)

\$35,000

PNC Arts Alive will present PTC @ 35, marking the 35th Anniversary Season. The goal of the program is to broaden and diversify PTC's audience in terms of age, ethnicity, economic background, and geography and, specifically, to build young audiences by offering patrons 35 and under two tickets to any 2010/2011 production for the discounted price of \$35 each. In addition the Community Audience Program will provide 700 or more free tickets to underserved audiences. www.PhiladelphiaTheatreCompany.org

Ritz Theatre Company

\$30,000

PNC Arts Alive will present shadow-interpreted performances of Spamalot. These productions will place the interpreters and the actors beside each other creating a "complete" feel to the performance. A film documentary will be created to capture the process and then shared with other theatres as well as the deaf and hard of hearing community. www.ritztheatreco.org

Symphony in C

\$25,000

PNC Arts Alive will present Symphony in C's Summer Concert Series in Johnson Park, to bring the meaningful presence of classical music to the neighborhood and businesses in the areas surrounding the park. These regular, lunchtime classical music concerts are designed to serve the underserved and bring beautiful music to the impoverished neighborhoods of Cooper's Grant, Coopers Poynt and Pyne Point.

www.symphonyminc.org

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Taller Puertorriqueno \$30,000
PNC Arts Alive will present “Prisms of Inner City Life: The Latino Perspective” a dynamic, fluid, reflective exhibition season to create a voice for the Latino experience in the heart of Latino Philadelphia. Taller’s Lorenzo Homar Gallery will showcase Latino artists who are urbanists, interested in cities, their residents and their response to life. These shows will be integrated into programming in the literary arts, performance arts such as dance, music and theater, creating a space for the celebration of Latino arts. www.tallerpr.org

Returning Grantees

Appel Farm Arts & Music Center – FREE \$45,000
The PNC Arts Alive grant will fund Art in the Marketplace, a community-based public art project inspired by South Jersey’s agricultural character. Large-scale murals will be created that reflect the history and cultural context of the participating communities. Professional mural artists will lead each project assisted by community members. www.appelfarm.org

Bay-Atlantic Symphony – REDUCED TICKETS (\$25) \$40,000
The PNC Arts Alive grant will be in the form of a season-long ticket subsidy keeping seat prices at just \$25 for the regular season. This will include 12 fully symphonic concerts at three different venues: Rowan University, Stockton College and Cumberland County College. The season kick-off titled, “Classical Mystery Tour,” a Beatles tribute concert, will be performed in Atlantic City at the Borgata in September. www.bayatlanticsymphony.org

Cape May Stage – REDUCED TICKETS, FREE OUTREACH \$25,000
The PNC Arts Alive grant will fund programming that gives the local community the opportunity to interact with live theatre. The program includes sign-interpreted performances, in-school workshops, acting classes at the theatre for students and seniors, subsidized ticket pricing for seniors, youth and economically disadvantaged audiences. www.capemaystage.com

Mid-Atlantic Center for the Arts & Humanities \$35,000
FREE OUTREACH, REDUCED TICKET PRICING
(\$10 off ticket coupon to be given at select locations)
PNC Arts Alive will fund an audience development project for the Cape May Music Festival targeting new audiences, including school-age children, young adults and adults age 55 and over. The programming initiatives include classroom residency activities, residency activities in senior centers and adult living communities and nightclub programs all in advance of the mainstage concerts. www.capemaymac.org

Philadelphia Live Arts Festival & Philly Fringe \$45,000
PNC Arts Alive will once again present the 16-day Philadelphia Live Arts Festival & Philly Fringe in 2010 and add a new artist Fellowship program as part of the Live Arts Brewery (LAB) - a laboratory for creative work. The new, year-round LAB programming will increase outreach activities to young audiences and provide artists with the opportunity to test their work and engage audiences in an open dialogue.
www.livearts-fringe.org

The Philadelphia Orchestra (FREE AND SUBSIDIZED) \$80,000
PNC Arts Alive is proud to support eZseatU and Sound All Around – education and community partnership programs that serve young, diverse audiences in Philadelphia. Sound All Around combines classical music content with lively narration to introduce pre-school children to the four instrument families. eZseatU offers all college students a \$25 season membership that provides admission to over 100 Philadelphia Orchestra concerts in Verizon Hall.
www.philorch.org

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Spiral Q Puppet Theater \$25,000
Spiral Q Puppet Theater's Peoplehood Parade and Pageant is one of the city's most openly accessible and inclusive public arts programs, annually providing hundreds of community residents of all ages with the chance to share and express community concerns through the creation of giant paper mache puppets. This series of free community arts workshops culminates with a giant puppet/people parade in West Philadelphia concluding with a pageant performance starring the parade participants, audience, professional actors, and artists.

New Service Partners

ArtReach \$15,000
WHYY \$55,000

Returning Service Partners

Arts & Business Council of Greater Philadelphia \$40,000
City of Philadelphia – Office of Arts & Culture & The Creative Economy \$10,000
Greater Philadelphia Cultural Alliance \$50,000
South Jersey Cultural Alliance \$20,000

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