

PNC Celebrates Growth Of U.S. Hispanic Market

- Hispanic Heritage Month events reflect PNC's commitment to influential community -

PITTSBURGH, Sept. 15, 2014 /PRNewswire/ -- In recognition of U.S. Hispanics' influence on the country's social and economic future, PNC is honoring Hispanic Heritage Month with 26 sponsored community and employee events in 17 cities, including Baltimore; Boca Raton, Fla.; Charlotte, N.C.; Chicago; Durham, N.C.; East Brunswick, N.J.; Harrisburg, Pa.; Indianapolis; Lexington, Ky.; Newark, N.J.; Orlando, Fla.; Philadelphia, Pa.; Pittsburgh; Raleigh, N.C.; St. Petersburg, Fla.; Tampa, Fla.; and Washington, D.C. These events reflect PNC's strategic investment in U.S. Hispanics and allow the company to compete for top talent, deepen relationships with Hispanic customers and build new relationships.

"Hispanics represent 17 percent of the U.S. population and \$1.2 trillion in purchasing power," said Gustavus Bahr, managing director of Corporate & Institutional Banking. "These numbers are a powerful reminder that we need to invest in better understanding and serving this fast-growing market. Fortunately, these local events provide us with an opportunity to engage and strengthen our relationships with Hispanic customers."

PNC's commitment to the Hispanic community extends beyond Hispanic Heritage Month and includes a Spanish-language customer service team, Spanish-language seminars on financial planning and other topics, Spanish-language initiatives, such as [Crecer Con Exito](#) (Grow Up Great), membership in local Hispanic Chambers of Commerce and support of Hispanic economic development initiatives. Further, PNC's Latino Employee Business Resource Group (EBRG) has more than 300 members and provides networking and professional development opportunities for employees throughout the year.

To learn more about diversity and inclusion at PNC or for additional information about PNC's Hispanic Heritage Month celebrations, visit www.pnc.com/diversity.

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