

PNC Bank Offers Education Insights Via Pinterest

New launch highlights financial, early childhood education initiatives

PITTSBURGH, Aug. 22, 2016 /PRNewswire/ -- PNC Bank today announced it will utilize [Pinterest](#) to expand its financial and early childhood education initiatives in social media. Two new Pinterest boards will provide visual content where consumers, parents and caregivers are likely to search for it.

Many of PNC's financial education materials already are found online. In the second quarter of 2016, approximately 23,000 consumers viewed content related to budgeting, home buying and savings at pnc.com. PNC's resources related to Grow Up Great, its early childhood education initiative, are also avidly searched. PNC will use the Pinterest platform as an additional avenue to raise awareness of this valued content that appeals to consumers' aspirational goals.

"We understand the value of providing educators, parents and caregivers with quality materials that better prepare children for kindergarten," said Sally McCrady, director of Community Affairs at PNC Bank. "For years, Grow Up Great has posted online resources created by outstanding science and arts organizations. Pinterest offers us an opportunity to reach those who are most interested in this content, so they can access it when and where they want, in the places they are already searching."

Additional PNC Pinterest boards will provide content relevant to the home buying process and long-term financial planning. To view PNC's Pinterest boards, please visit pinterest.com/pnc/.

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