## 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/.

PNC Bank, National Association, is a member of The PNC Financial Services Group, Inc. PNC is one of the largest diversified financial services institutions in the United States, organized around its customers and communities for strong relationships and local delivery of retail and business banking; residential mortgage banking; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management and asset management. For information about PNC, visit www.pnc.com.

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Additional assets available online: Photos (1)

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