PNC Bank Launches PNC Achievers Collegiate Recognition Program In Alabama

Auburn University and The University of Alabama selected as inaugural schools

BIRMINGHAM, Ala., Nov. 2, 2021 – PNC Bank is partnering with Auburn University and The University of Alabama to recognize student-athletes at each institution who exemplify success both on and off the field, through the launch of the bank's PNC Achievers program.

PNC Achievers, currently active at nearly 20 schools and universities across the markets the bank serves, is among the first of PNC's signature programs to come to Alabama as the company expands its presence in the market. The recognition program underscores the importance PNC places on education and community service and positions the bank as an advocate for students throughout their college journey and beyond.

"PNC Achievers is not just about honoring the best athlete on campus," said Nick Willis, PNC regional president for North and Central Alabama. "It's about honoring and supporting well-rounded student-athletes – the ones who are driven to succeed in all facets of life. These are the young adults we know will forge strong communities as they move through and beyond college."

The PNC Achievers program celebrates achievement among student-athletes and showcases student success through its honors and recognition program. Honorees are selected by designated panels at each respective school, and selection criteria requires each honoree to have distinguished themselves in the classroom and in their community through academic achievement, community service and student leadership.

"The PNC Achievers program aligns perfectly with our purpose to educate, support and develop our student-athletes at every moment, to create Auburn Women and Men," Auburn University Director of Athletics Allen Greene said. "PNC Achiever nominees and recipients have maximized all the resources our AuburnYOU life skills program offers while demonstrating excellence in academics, athletics and community service."

For both semesters in the 2021-2022 season, Auburn University will select 12 student-athletes for their PNC Achievers' Watch List. From that list, six semi-finalists will be selected. Finally, one male and one female student-athlete will be selected as that semester's PNC Achiever and recognized at an in-game ceremony.

"In conjunction with the PNC Achievers program, we are proud to recognize student-athletes whose achievements in athletics, academics and the community are worthy of honoring," said Alabama Director of Athletics Greg Byrne. "We have so many incredibly deserving individuals that have worked extremely hard to excel at all levels, whether they are preparing for a career in professional athletics or building for life after sport. We applaud PNC for creating the Achievers program to acknowledge these well-rounded student-

athletes."

The University of Alabama plans to select a male and female as their PNC Achiever each semester, with the overall male and female Achievers for each season recognized during an in-game ceremony in the fall and spring.

"We want the PNC Achievers program to be valuable for these athletes, and one that they see as a pinnacle honor," Willis said. "It's an achievement they can always be proud of accomplishing."

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