

PNC Bank, Pittsburgh Pirates Team Up To Serve “Hoist The Cones” Ice Cream Cones At PNC Park

PNC Bank Gives Fans Limited-Edition Ice Cream
(traffic) Cones on Select Game Days

PITTSBURGH, Aug. 14, 2026 -- PNC Bank, along with the Pittsburgh Pirates, announce they will help fans “Hoist the Cones” with the release of collector ice cream (traffic) cones. For the remainder of all Sunday home games at PNC Park (Aug. 16, Sept. 6 and Sept. 20), fans can receive a limited-edition PNC-branded traffic cone/ice cream cone holder free with the purchase of ice cream at select locations around PNC Park, while supplies last.



“The “Hoist the Cone” movement has become incredibly popular in 2026 and is adding to the PNC Park experience in a fun and unique way,” said Pirates President Travis Williams. “The (traffic) cone is a symbol of connection and a rallying point between our dugout and our fans, and we are proud to build upon our partnership with PNC to offer fans a fun opportunity to get their own traffic cone to hoist once inside the park.”

The promotion pays tribute to the now-famous "Hoist the Cone" rallying cry, which originated from a T-shirt that was mistakenly designed, posted online by a third party and gained social media attention earlier this season. The traffic cone in-game activation then originated organically, as a cone has become a permanent fixture in the Pirates dugout and a significant part of players’ home run celebrations. Pirates fans embraced the unexpected slogan and celebration, and the orange traffic cone has become a recognizable symbol of Pittsburgh Pirates team spirit and local pride since. Much like a traffic cone, PNC is known for helping people navigate uncertainty, avoid unnecessary risks and stay on a clear path toward their financial goals.

"As Pittsburgh's hometown bank, PNC is proud of our longstanding partnership with the Pirates and PNC Park," said Lou Cestello, PNC regional president for Pittsburgh and Southwestern Pa. "The traffic cone phenomenon is one of those uniquely Pittsburgh moments that fans have made their own. We're excited to bring it to life in a new way and create another memorable experience for fans visiting the best ballpark in baseball."

The collectible cones were developed as a playful connection to PNC's Brilliantly Boring brand platform through a collaboration among PNC Bank, Pittsburgh Pirates, Aramark and Arnold Worldwide to bring a distinctive PNC ballpark experience to fans at select games this season.

For more information about Pirates games and promotions at PNC Park, visit www.mlb.com/pirates.

About Arnold Worldwide

Arnold is an independent-minded integrated advertising agency that makes it Safe to Be Brave. We transform brands into household names and bolster businesses through breakthrough, culturally connected campaigns. Headquartered in Boston, Arnold is a proud member of the Havas Group. Discover more at arn.com or engage with us on [LinkedIn](#) and [Instagram](#).

About Aramark Sports + Entertainment

Aramark Sports + Entertainment serves more than 150 award-winning food and beverage and retail programs in premier professional and collegiate stadiums and arenas along with convention centers, cultural attractions, performance venues, and unique entertainment destinations across North America. The company has received accolades for industry innovations including autonomous markets and dining concepts powered by artificial intelligence and has provided hospitality services at high-profile sporting events like the MLB World Series, MLB at Rickwood Field, NBA All-Star, and Indianapolis 500. Visit Aramark Sports + Entertainment's [website](#) to learn more or connect on [LinkedIn](#) and [X](#).

About PNC Bank

PNC Bank, National Association, is a member of The PNC Financial Services Group, Inc. (NYSE: PNC). 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 including a full range of lending products; 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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