Year 2: Grant Applications Are Being Accepted For PNC Arts Alive

$170,000 To Be Awarded To Florida Cultural Organizations In 2017

Deadline: May 15th

WEST PALM BEACH, April 19, 2017 – Access to free ballet performances, musical theater, visual arts festivals, orchestra performances, critical-thinking digital stories are among some of the projects the PNC Foundation's Arts Alive program is hoping to support with $170,000 in local grants in 2017-18.

#PNCArtsAlive is a three-year, $555,000 grant initiative of The PNC Foundation supporting visual and performing arts groups with the goal of increasing arts access and engagement in new and innovative ways throughout Florida.

Arts organizations in Duval, Palm Beach and Broward Counties are invited to apply for grants now through May 15th. Details on how to apply and programs supported by the grants are available at www.pncartsalive.com.

"We know what art can do, how it changes perspectives, even changes lives," said Cressman Bronson, PNC regional president for Florida East. "From classical music and fine art to dance and theatre, we're committed to keeping the arts alive in Florida."

Bronson added that the arts and culture industry in the state of Florida generates approximately $49.7 billion in annual revenues, according to the Division of Cultural Affairs.

The PNC Foundation, which receives its principal funding from The PNC Financial Services Group (www.pnc.com), actively supports organizations that provide services for the benefit of communities in which it has a significant presence. The foundation focuses its philanthropic mission on early childhood education and community and economic development, which includes the arts and culture. Through Grow Up Great, its signature cause that began in 2004, PNC has created a bilingual $350 million, multi-year initiative to help prepare children from birth to age 5 for success in school and life.

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