

# Atlanta Track Club, PNC Bank Extend Sponsorship Agreement

ATLANTA, June 23, 2016 — Atlanta Track Club and PNC Bank, N.A., today announced a multi-year extension of the official bank sponsorship.

The agreement designates PNC Bank as the exclusive and official bank for all of Atlanta Track Club's business units through 2020. This extends the relationship that began in 2013.

"Much like Atlanta Track Club, PNC is invested in our community," said Rich Kenah, Atlanta Track Club's executive director. "This extension will allow for a meaningful connection to our members and participants in the Atlanta metro area and beyond."

"With this sponsorship, PNC and Atlanta Track Club will continue together to drive economic growth and promote a healthy lifestyle through physical activity for Atlanta's residents and community organizations," said Eddie Meyers, PNC regional president of Greater Georgia. "Atlanta Track Club's influence has also increased our brand awareness among the Club's members and race participants as well as runners and walkers across the country."

Beginning with the AJC Peachtree Road Race on July 4, 2016, participants will experience both new and continued aspects of the PNC and Atlanta Track Club relationship, including PNC's new title sponsorship of the Atlanta 10 Miler, held on Oct. 23, 2016. PNC will also remain a corporate sponsor for Atlanta Track Club's events throughout the year.

Terms of the partnership were not disclosed.

## **About Atlanta Track Club**

Atlanta Track Club is a nonprofit committed to creating an active and healthy Atlanta. Through running and walking, Atlanta Track Club motivates, inspires and engages the community to enjoy a healthier lifestyle. With more than 24,000 members, Atlanta Track Club is the second largest running organization in the United States. For more information on Atlanta Track Club, visit [atlantatrackclub.org](http://atlantatrackclub.org).

## **About PNC**

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; 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](http://www.pnc.com).

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