

# PNC Bank Fosters Community Spirit in Local Branches With Open Houses and Financial Contributions to Regional Food Banks

**New and Existing Customers Eligible to Win \$1,000 Daily During Extended Hours at Branches**

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As an outgrowth of its long-standing commitment to the neighborhoods it serves, PNC Bank is hosting special holiday open houses at all PNC Bank branches in Pennsylvania, Southern New Jersey and Delaware and is initiating a special program to fund area food banks. For every new checking account opened with direct deposit, PNC will give \$25 to the customer and donate \$25 to support three regional food banks -- Philabundance, the Food Bank of South Jersey, and the Food Bank of Delaware. PNC will also donate \$25 to the food banks for every new checking account opened by a small business. The three food banks will share the total moneys raised through the program which runs from December 1 through December 7.

To kick off the initiative, PNC will present the food banks with a total of \$12,500 during a special ceremony on Friday, November 30 at 3 pm at Philabundance, located at 3616 South Galloway Street in South Philadelphia. This donation is in addition to the \$25 contributions that will be raised during the first week in December.

"PNC understands that in the wake of recent world events, Americans want to reconnect to their communities by participating in activities based in their own neighborhoods," said J. William Mills, III, president of PNC in Philadelphia and Southern New Jersey. "By opening our doors and inviting our neighbors to open houses featuring special events by local community groups, PNC hopes to foster a feeling of community spirit this holiday season."

"PNC's commitment to support area food banks this year in light of the slowing economy is intended to help those who are struggling to make ends meet and with some basic needs like putting food on the table," added Mills. "Our donations to the food banks reflect our continued efforts to support the communities we serve. In 2000, we used our extensive branch system to collect children's books, and most recently collected nearly \$600,000 in PNC Bank branches for the September 11 disaster relief efforts."

The holiday open houses begin on Saturday, December 1, when all branches remain open until 3 p.m. and continue from December 3 through December 7 with branches open until 6:30 p.m. Each day of the open house, PNC will help one new or existing customer to pay for their holiday with a \$1,000 cash award and ten additional customers will be selected to receive \$100.

"PNC has long been committed to this community and making our customers' lives simpler," said Mills. "We believe that customers really are better off at PNC."

PNC Bank's Regional Community Banking group provides credit, deposit, branch-based brokerage and electronic banking products and services to retail customers as well as to small businesses.

The PNC Financial Services Group, Inc., headquartered in Pittsburgh, is one of the nation's largest diversified financial services organizations, providing regional community banking, corporate banking, real estate finance, asset-based lending, wealth management, asset management and global fund services.

Visit PNC Bank on the Web at <http://www.pncbank.com/>.

CONTACT: Matt Cabrey of PNC Financial Services Group, +1-215-585-5437 or [matthew.cabrey@pnc.com](mailto:matthew.cabrey@pnc.com).

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Contact: Matt Cabrey of PNC Financial Services Group, +1-215-585-5437 or [matthew.cabrey@pnc.com](mailto:matthew.cabrey@pnc.com)

Website: <http://www.pncbank.com/>

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