

PNC Unveils World's Biggest 'Go Steelers' Sign; Official Bank of the Steelers Shows Team Spirit With Branch Activities

PRNewswire

The tremendous support for the Pittsburgh Steelers in the NFL playoffs will be reflected in the world's biggest "Go Steelers" sign, hung proudly by "the official bank of the Steelers" -- PNC Bank, a member of The PNC Financial Services Group, Inc.

Taking advantage of the 11-foot high windows on the fifth floor of PNC Firstside Center in downtown Pittsburgh, PNC will spell out "GO STEELERS" in black and gold letters that are 10-feet high and 51 yards across (as in half a football field).

"PNC and its 7,700 employees throughout the Pittsburgh region are proud to support our Steelers," said Sy Holzer, president, PNC Bank, Pittsburgh. "PNC has had a great relationship with the Steelers and Rooney family for more than 50 years. We are behind the Steelers all the way against the Titans."

[See the Sign Installation](#)

Media interested in photos or video of workers finishing the sign installation are advised of the following details:

WHEN: Wednesday, Jan. 8, Noon to 1:30 p.m.

WHERE: PNC Firstside Center, Fifth Floor, 500 First Avenue. Note: this is a high-security building. Contact Patrick McMahon at 412-762-2477 for access.

WHAT: The huge sign will be backlit and visible along Monongahela River from numerous points, including Station Square, Mount Washington, Smithfield Street Bridge and other prime views.

At 650,000 square feet, PNC Firstside Center is the size of 12 football fields. It is the biggest building in the United States to be certified for its environmentally-friendly features, which include recycled flooring, 100 percent circulation of outside fresh air, natural gas HVAC system, and maximum use of natural light via the 11-foot window walls to reduce energy costs and provide a bright workplace to 1,500 PNC employees.

[Show Our True Colors](#)

Besides the sign, PNC Bank's Steeler spirit also will be reflected in branches throughout the Pittsburgh region this week as employees are encouraged to dress in "black and gold" and decorate their branch location with Steeler pride.

As the official bank of the Steelers, PNC Bank is also the only bank that offers the official Steelers logo debit cards, personal checks and checkbook covers. PNC also has an exclusive agreement with John Stallworth

to celebrate the former Steeler's 2002 induction into the Pro Football Hall of Fame with a bobble head doll giveaway featuring the four-time Super Bowl champion.

PNC's regional community banking business provides credit, deposit, branch-based brokerage and electronic banking products and services to retail customers as well as credit, deposit, treasury management and capital markets products and services to small businesses.

PNC Bank, N.A., is a member of The PNC Financial Services Group (NYSE: PNC). PNC, 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 www.pncbank.com

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