

University of Cincinnati Relationship With PNC Bank Means New ID Card Options For Students and Employees

CINCINNATI, May 17, 2010 -- Each year, several thousand University of Cincinnati (UC) students, faculty and staff use their campus ID as a declining balance card with area merchants – as well as using it as an ID card for non-financial purposes like accessing residence halls and checking out materials from campus libraries. (A declining balance card functions like a debit account card, except that cash withdrawals are not permitted.)

Starting in June 2010, the reach and convenience of the card's existing functions will be expanded thanks to a new [banking relationship](#) between UC and PNC Bank, National Association. The arrangement will add ATM and pin-based purchasing functionality to the UC Bearcat Card/ID, thus expanding its uses and the number of merchants who accept the card. Currently, the UC Bearcat Card/ID is accepted by 79 off-campus businesses.

Now, UC users of the Bearcat Card/ID will have the option of linking it to an already existing or new PNC account, adding the ability to access ATMs and to make PIN-based purchases at any retail location on the STAR® or PLUS® networks. This would include grocery stores and chains, area malls and more. The UC Bearcat Card/ID is not a credit card, nor will it become one with the new arrangement. No credit card marketing will be part of the new relationship.

“Universities across the country have similar offerings and similarly associate with banks to offer increased options for convenience and value to campus and business communities. PNC has such relationships with other campuses, offering specially-designed banking tools such as [Virtual Wallet Student](#), which can even alert students when they are at risk for overdrawing accounts,” explained Amy Browns Taylor, director of MainStreet Operations at UC.

In addition to expanding the UC Bearcat Card/ID functionality, PNC will also provide students, faculty and staff with a variety of resources geared towards the university community, including:

- A new financial service center opening in TUC in August. The service center will include an on-site customer service representative and two advanced function ATMs, which accept deposits and are able to cash checks.
- Seven other on-campus ATMs, including three existing locations.
- PNC–hosted financial literacy workshops for UC employees and students. Topics will include identity protection, savings and investing, and more.
- Personal banking products and services such as Virtual WalletSM Student, an online banking solution specially designed to help college students with money management.
- A customized web site at www.pnc.com/uc, hosted by PNC, where students can complete account applications and find financial and educational information.

“We are ready to build on our already successful track record with UC by providing the campus community with convenient access to financial education and to the money management tools they need to achieve their financial goals,” said Kay Geiger, regional president, PNC Bank, Cincinnati.

PNC Bank is a member of The PNC Financial Services Group, Inc. (www.pnc.com). PNC is one of the nation’s largest diversified financial services organizations providing 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; asset management and global fund services. Follow [@PNCNews](https://twitter.com/PNCNews) on Twitter for breaking news, updates and announcements from PNC.

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