

PNC Foundation Funds “Talk With Your Baby” Program At Memorial Children’s Hospital of South Bend

Program teaches parents and caregivers the importance of introducing language at an early age

SOUTH BEND, Ind., Oct. 13, 2010 – The PNC Foundation announced today a two-year, \$113,000 grant to Memorial Children’s Hospital of South Bend. The grant will support “Talk with Your Baby,” a program that delivers curriculum to teach parents and caregivers the importance of talking with their babies in ways that stimulate brain development and interest in language from birth to aged three.

The program signifies the first major grant the PNC Foundation has made in the South Bend area through its signature philanthropic initiative, PNC [Grow Up Great®](#), a 10-year, \$100 million bilingual program to improve early childhood education. The PNC Foundation receives its principal funding from The PNC Financial Services Group.

Speaking on behalf of the PNC Foundation, Brandon Siegel, PNC Bank’s regional president for South Bend, said, “This is a perfect opportunity to support a unique program and focus on an age group that typically receives less attention from an education standpoint. The funds will help expand ‘Talk with Your Baby’ throughout our region by placing an emphasis on training and development for the program’s many participating organizations.”

The “Talk with Your Baby” curriculum is available in both English and Spanish, and will be delivered to area families by numerous existing community service and not-for-profit organizations throughout St. Joseph and Elkhart counties. Approximately 1,200 parents and caregivers and 2,000 children are expected to be served by the program in its first year.

“The curriculum discussed here today shares with parents and grandparents how critically important it is to talk with their babies and toddlers as much as possible, starting as soon as the baby is born,” said Terri Kosik, executive director of the Notre Dame University Early Childhood Development Center. “Based upon my 35 years of experience in early childhood education, I’m excited that this innovative program positions parents as their child’s first and most important teacher. The program emphasizes that lots of talking, singing and sharing of storybooks will help children with their reading, in school, in social relationships and in life.”

As part of today’s program, Siegel presented a gift of 1,000 “Happy, Healthy, Ready for School – Math Is Everywhere” kits to more than 30 participating agencies. Sesame Workshop, the nonprofit educational organization behind Sesame Street, created the bilingual, multimedia kits for PNC Grow Up Great as part of a continuing partnership. The kits include a magazine for parents and caregivers, a children’s activity book and cards, along with an original Sesame Street DVD.

Math is Everywhere materials are available at no charge at all PNC Bank branches, pncgrowupgreat.com

and sesameworkshop.org. The video is available free of charge on Learn Along with Sesame on iTunes (www.iTunes.com) and Amazon VOD.

The PNC Foundation, which receives its principal funding from The PNC Financial Services Group (NYSE: [PNC](#)), 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 its signature cause, Grow Up Great, PNC has created a 10-year, \$100 million initiative to enhance early childhood education and school readiness.

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