

Wanted: Innovative Arts Programming

PNC Extends Arts Alive Program By \$1 Million; Accepting Grant Applications For 2017-2018 Programming; Grants to Expand Access to Arts, Support Local Economy

COLUMBUS, Oct. 13, 2016 - The PNC Foundation announced today it will grant another \$1 million over four years to arts organizations across central Ohio. The grants are an extension of PNC Arts Alive, which has provided millions of dollars to support visual and performing arts and increase audience participation in communities served by PNC.



Beginning Jan. 17, 2017, PNC will accept grant proposals for \$20,000 and above from qualified arts organizations that support fresh and emerging arts programs, value-added public programming and creative use of technology, while seeking to expand audiences. Proposals are due by March 17, 2017. Details of the guidelines and application process will be available at www.pncartsalive.com.

First launched in 2010, PNC Arts Alive has already provided 72 grants totaling \$2.5 million to Columbus-area arts organizations. The program has earned national commendation from the Americans for the Arts in New York City.

“Central Ohio’s arts community is very active with a wide selection of theater, dance and concerts,” said Michael Gonsiorowski, PNC regional president for Columbus, speaking on behalf of the Foundation. “Through the PNC Arts Alive initiative, we can contribute to the region’s outstanding cultural arts and - with this \$1 million extension - support new and imaginative arts programs that help enrich our community and strengthen our local economy.”

A Boost for Arts and Economic Development

Since its debut in 2009, PNC Arts Alive has awarded approximately \$13 million in grants to enterprising cultural organizations in Columbus, Philadelphia, Eastern Florida and St. Louis.

PNC Arts Alive has nurtured new exhibitions and festivals, pop-up theater and music performances, mobile arts vans, family arts programs and more.

“Committing this support to central Ohio arts organizations has forever changed the landscape of our community,” said Stacie Boord, Shadowbox Live director of community relations and education. “PNC’s vision and support of collaboration and innovative programming aligns with our community’s cultural vibrancy, which places a high value on arts, culture and community enrichment.”

Arts Organizations Encouraged to Apply

PNC is now accepting grant proposals from qualified arts organizations that support fresh and emerging arts programs, value-added public programming and creative use of technology, while seeking to expand audiences. Proposals are due by March 17, 2017 at 5 p.m. and additional information about program

guidelines and the application process is available at www.pncartsalive.com. The next round of grants will be announced in May 2017.

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 Grow Up Great, its signature cause that began in 2004, PNC has created a \$350 million, multi-year initiative to help prepare children from birth to age 5 for success in school and life.

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