

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

ST. LOUIS, Oct. 6, 2016 - The PNC Foundation announced today it will grant another \$1 million over four years to arts organizations across Greater St. Louis. 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 Oct. 7, 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 Oct. 28. Details of the guidelines and application process are available at www.pncartsalive.com.

First launched in 2010, PNC Arts Alive has already provided 74 grants totaling \$2 million to St. Louis-area arts organizations. The program has earned local and national commendation from the Missouri Arts Council, the Arts and Education Council in St. Louis, and Americans for the Arts in New York City.

“A strong arts community is a significant driver of economic success,” said Michael Scully, PNC regional president for St. Louis, speaking on behalf of the Foundation. “With limited federal and state funding for the arts, this \$1 million can make a big difference for arts organizations of all sizes. PNC Arts Alive is helping to fill that gap while bringing new and exciting programs to the community.”

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, Ohio, Philadelphia, Eastern Florida and St. Louis, through grants delivered by the PNC Foundation.

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

“In committing this support to Greater St. Louis arts organizations, PNC’s vision aligns with that of our community, which has a strong belief in the value of art and culture to education, social enrichment and economic growth,” said Felicia Shaw, executive director of the Regional Arts Commission.

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 Oct. 28 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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