



FOR IMMEDIATE RELEASE

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PNC FOUNDATION AWARDS \$300,000 GRANT TO THE CHILDREN'S MUSEUM OF DENVER AT MARSICO CAMPUS FOR MULTIFACETED EARLY LEARNING INITIATIVE

Note: Please use "Children's Museum of Denver at Marsico Campus" in all publications.

Denver, CO – The PNC Foundation has awarded the Children's Museum of Denver at Marsico Campus a \$300,000 grant, payable over four years, to fund the Early Learning Initiative, a multifaceted program focused on young learners. The grant was made in conjunction with PNC Grow Up Great®, PNC's \$350 million, multi-year bilingual initiative to improve early childhood education across its communities.

The Early Learning Initiative will provide opportunities and environments to support healthy growth and development for young children, help forge strong adult-child bonds and lay the foundation for children to thrive in school and in life. Programming will launch at the Museum in January 2019.

"Research demonstrates that high-quality early childhood education positively impacts children's cognitive learning and social/emotional development, building a foundation for lifelong learning and ultimately, the dynamic leaders of tomorrow," said Ryan Beiser, PNC regional president for Denver. "This new initiative with the Children's Museum of Denver at Marsico Campus will help to support the long-term well-being of Denver's young children and their caregivers through diverse, interactive programming."

The Early Learning Initiative is focused on children from newborn to age 5 and their caregivers, consisting of three key programmatic pieces delivered at the Museum and out in the Denver community.

- The Head Start Engagement Program will provide families in underserved communities with educational programming and opportunities to encourage learning and engagement at the Museum. The program covers all Head Start facilities within Jefferson and Adams County, and will include Museum field trips, classroom-based facilitated outreach programs, family nights at the Museum and free annual Museum memberships for each participating family.
- In partnership with the University of Denver's Graduate School of Professional Psychology/Infant and Early Childhood Mental Health Program, the Museum will offer WePlay – a series of interactive, play-based parent/child classes for young parents. The WePlay program seeks to inspire responsive interactions and offer respite from the stress of parenting with limited resources.
- The Museum will use the funding to continue to refresh and support learning in its critical Center for the Young Child space, a developmentally appropriate exhibit and community gathering space for infants, toddlers and caregivers.

"We are honored to be a cornerstone partner of the PNC Foundation in Denver," said Mike Yankovich, President and CEO of the Children's Museum. "The importance of early childhood education is critical in

the development of brains, bodies and minds, and to have the support of an organization that understands this need will help us launch this incredible programming to our community.”

About the PNC Foundation

The PNC Foundation, which receives its principal funding from The PNC Financial Services Group (www.pnc.com), 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. To learn more about PNC Grow Up Great, please go to www.pncgrowupgreat.com.

About the Children’s Museum of Denver at Marsico Campus

The mission of the Children's Museum of Denver at Marsico Campus is to create extraordinary experiences that champion the wonder and joy of childhood. They believe in kid-powered learning and every day, their expertly designed exhibits and programs open doors for Colorado's curious young minds to express what they know and to discover, create and explore more - on their own terms.

Since 1973, the Children’s Museum of Denver at Marsico Campus has served the metro-Denver community as a learning institute dedicated to the education and growth of young children and their caregivers. The Museum provides rich play experiences and a dynamic learning environment for children to joyously learn through innovative and interactive hands-on exhibits, engaging daily programming and year-round special events. Last year, they served 558,000 children and their grown-ups.

The Children’s Museum of Denver at Marsico Campus is a 501(c)(3), private non-profit organization, and a Tier II SCFD member.

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