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IT'S NEVER TOO EARLY TO LEARN ABOUT FINANCES

The PNC Foundation and the Y of Central Maryland launch a new financial education initiative to help preschoolers, teachers, parents and caregivers learn life-long lessons in managing money

(Baltimore, MD)— From earning to saving and sharing money and maintaining budgets, financial knowledge is more important now than ever before. With today's launch of *For Me, For You, For Later*, a joint initiative between the Y of Central Maryland and The PNC Foundation, which receives its principal funding from the PNC Financial Services Group Inc., families in Central Maryland now have access to financial education programs to help foster future financial stability and independence. The initiative is made possible by a grant from the PNC Foundation and the valuable work of the Y.

For Me, For You, For Later is an extension of PNC Grow Up Great, a 10-year, \$100 million program designed to help children achieve success in school and life. Beginning today, the Y will introduce the financial education curriculum into its 52 Head Start classrooms in Baltimore City as well as classrooms in Howard, Harford, Carroll and Baltimore Counties and expand to encompass all 81 Head Start and preschool classrooms in year two. Using a bilingual multimedia kit created by Sesame Workshop, as part of a continuing partnership with PNC, the Y will implement activities related to basic financial concepts into its math curriculum and program plans for more than 1,000 preschoolers.

A preschool specialist will enhance the concepts beyond isolated workshop/classroom activities to ensure that the children understand and can properly apply the skills. Additionally, the Y will offer interactive workshops and family programs to inform and educate parents and other family members about managing finances.

"Research shows that learning to value and manage money can start as early as children are able to count," said Louis R. Cestello, Regional President of PNC Bank in Greater Maryland. "We're fortunate in Maryland that so many experts and opinion leaders are aligned in helping to equip children, families and communities with managing their financial futures."

The Sesame activities kit, *For Me, For You, For Later*, establishes the foundation for the program instruction for children between the ages of three and five. The kit features Sesame Street characters teaching preschoolers that everything has value and financial basics including topics such as the difference between needs and wants and the concepts of spending, sharing and saving.

"The Y's preschool and Head Start classrooms are critical tools for educating children and fulfilling our mission of raising healthy kids in spirit, mind and body," said John Hoey, President and CEO of the Y of Central Maryland. "*For Me, For You, For Later* will help ensure we are providing children with a well-rounded education that will foster positive growth into adulthood."

The new initiative is an extension of an existing relationship between the Y and PNC, which earlier this year announced a collaboration to enhance school readiness in the domains of math and science for preschool aged children. The PNC Foundation provided \$81,500 to the Y for the *I Am Moving, I Am Learning* curriculum, which promotes learning through movement. The program uses monthly unit themes to incorporate the Head Start Performance Outcomes for Math and Science and to support the school readiness indicators identified by the Maryland Model for School Readiness.

PNC Foundation

The PNC Foundation, which receives its principal funding from The PNC Financial Services Group, 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.

The PNC Financial Services Group, Inc. (www.pnc.com) 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 and asset management. Follow @PNCNews on Twitter for breaking news and announcements from PNC.

Y Mission:

The Y of Central Maryland is a charitable organization dedicated to developing the full potential of every individual through programs that build healthy spirit, mind and body for all.

Y Commitment:

At the Y, we are committed to providing family-oriented, affordable, high quality programs.

A cause driven organization with three areas of vital focus:

- *For Youth Development:* nurturing the potential of every child and teen
- *For Healthy Living:* improving our community's health & well-being
- *For Social Responsibility:* giving back and providing support for our neighbors

The Y is a place for everyone. People of all races, ages, faiths, gender, abilities, backgrounds and incomes are welcome and financial assistance on a sliding scale is available to those who would otherwise be unable to participate.

Y Values:

Caring, Honesty, Respect and Responsibility

More information can be found at www.ymaryland.org.

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