



THE NEWARK PUBLIC LIBRARY

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MEDIA RELEASE

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NEWARK PUBLIC LIBRARY KICKS OFF FINANCIAL EDUCATION PROGRAM FOR PRESCHOOLERS FUNDED THROUGH PNC FOUNDATION GRANT

NEWARK, Sept. 28, 2011 — Two hundred preschoolers from six schools attended The Newark Public Library's Sept. 28 kick-off for a new financial education program to provide lifelong lessons in saving, spending, and sharing to 7,500 children throughout the City of Newark. The 18-month program funded through a PNC Foundation grant was introduced at the Main Library's Centennial Hall.

The 45-minute program featured musical performers and audience participation and centered on the themes of saving, spending and sharing. A musical program called "Money Matters" was presented by Beth and Scott Bierko, a husband and wife team and the principal performers of Beth & Scott and Friends. They sang their way through lessons that offered advice on the basics of handling money. Speakers included Newark Mayor Cory Booker.

Starting in October, the financial education initiative, which is targeted for children ages 3-5, will be presented through visits to preschools, daycare centers, and other schools with librarian-led story times and activities. There will also be 27 story-telling performances at the Main Library and its eight library branches. Additionally, The Newark Public Library will hold finance fairs for families in each of the city's five wards, which will feature activities that will allow children, parents and caretakers to share in the learning experience and equip the adults to reinforce the lessons at home.

The financial education program, which will be offered in English and Spanish, is made possible through a \$300,000 grant from the PNC Foundation, which receives its principal funding from The PNC Financial

Services Group, Inc. PNC provided the funding through its signature cause, Grow Up Great, a 10-year, \$100 million initiative to enhance early childhood education and school readiness.

“We are excited to implement a program that will strengthen values and financial skills early in a child’s life,” said Library Director Wilma Grey. “The Newark Public Library is grateful to PNC Foundation for their investment in our children’s future and we look forward to the next 18 months of activities throughout the City of Newark.”

“Developing an understanding of the basics of personal finance at an early age better equips our future leaders to make well informed financial decisions and guide them on a path to success that will last a lifetime,” said Linda Bowden, northern New Jersey regional president for PNC Bank. “Aligning with a leading institution like the Newark Public Library enables us to bring the core concepts of saving, spending and sharing to a wide audience of preschoolers, as well as their families, through programs that have impact and are fun, too.”

The program will also feature a bilingual financial education collection that will appeal to children, parents, and educators and be available at all nine Newark Public Library locations. Additionally, children will receive activity kits created by Sesame Workshop.

The schools that attended the Sept. 28 event were: Burnet Street School; IEP Ironbound; The Leaguers; Newark Day Center; Tri-City Peoples Corporations; and WISSOM.

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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.

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