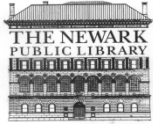


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P R E S S R E L E A S E

For Immediate Release
October 17, 2011

FOR FURTHER INFORMATION:

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**The Newark Public Library's Financial Education Program Series for Preschoolers
Arrives at Four Library Branches in October and November**

NEWARK, Oct. 13, 2011 — The Newark Public Library's new financial education initiative to provide lifelong lessons in saving, spending, and sharing to 7,500 children throughout the City of Newark will arrive at four library branches in October and November in the form of one-hour programs featuring musical performances and storytelling.

The 18-month program funded through a PNC Foundation grant was introduced on Sept. 28 at the Main Library's Centennial Hall. The financial education program, 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 October and November activities at the Newark branches are listed below. Earlier this month, activities were held at the Clinton and Weequahic branches.

Beth & Scott and Friends will be featured at the Oct. 26 and Nov. 9 programs. They will present, "Money Matters," a new musical program that educates young children on the basics of handling money. Believing that it's never too early or too late to offer advice on this important life skill, the Bierkos sing their way through lessons that children and their parents will find helpful, enjoyable, and inspiring.

Wednesday, October 26, 4:30-5:30 pm
North End Branch Library

722 Summer Avenue
973-733-7683

Wednesday, November 9, 5:30-6:30 pm

Van Buren Branch Library
140 Van Buren Street
973-733-3897

Julie Pasqual, Storyteller, will be featured at the Nov. 2 and Nov. 30 programs. Preschool children and their families will learn about money, making choices, and the importance of saving, sharing, and spending during this entertaining afternoon of stories.

Wednesday, November 2, 4:00-5:00 pm

Roseville Branch Library
99 Fifth Street
973-733-7770

Wednesday, November 30, 3:45-4:45 pm

Springfield Branch Library
50 Hayes Street
973-733-7736

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.

The program also features 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.

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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