

FOR IMMEDIATE RELEASE

Orlando Museum of Art Announces Grant Award

ORLANDO, Fla. (December 3, 2010) - The Orlando Museum of Art (OMA) today announced that it has received a grant from The PNC Foundation, which receives its principal funding from The PNC Financial Services Group, Inc. (NYSE: PNC). This is the OMA's first grant from The PNC Foundation. The funds will support the activities of the Council of 101, a group founded in 1965 to further the cultural development and appreciation of the visual arts in Central Florida. This group of 300 leaders in the Central Florida community donates countless hours and energy to projects that provide vital support to the OMA.

The OMA's Permanent Collections of American Art, Art of the Ancient Americas, and African Art, as well as prestigious touring exhibitions, present a breadth and diversity that makes a significant contribution to the cultural and educational resources in Florida. The OMA presents educational programs to reach every segment of the community. Projects created and developed annually by the Council support many of these educational programs impacting underserved children and teachers in Central Florida. Some of these ongoing OMA programs include Art Camps, Teen Workshops, Storybook Tours, Home School Days, Discovery Centers, School Tours, and Teacher Professional Development Workshops.

"PNC understands the importance that the arts and culture has in strengthening the community, and has formed strong partnerships with outstanding community-based organizations such as the Orlando Museum of Art to enrich the lives of those who live and visit this region," said Craig Grant, regional president of PNC Bank for Florida. "We also understand the valuable return that investing in the arts can deliver. Today more than ever, the businesses we attract, the jobs we create and the visitors who extend their stay are drawn by what Orlando has to offer."

The PNC Foundation 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 OMA is located in Orlando Loch Haven Park at 2416 North Mills Ave., Orlando, Fla. From I-4 take the Princeton Street exit 85. Drive east on Princeton Street, and at the corner of Princeton and Mills (US Highway 17 / 92), turn left. Go one block to east Rollins Street and turn left. The entrance is the first driveway on the left. Parking is free. For further information, call 407 896 4231 or visit www.omart.org.

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