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PA BALLET-PNC PARTNERSHIP HONORED BY ARTS & BUSINESS COUNCIL

PHILADELPHIA, PA – April 24, 2009 – The partnership of PNC Bank and Pennsylvania Ballet, which invigorated *George Balanchine's The Nutcracker*, a Philadelphia holiday tradition, is being honored this year as a Business Arts Partnership by the Arts & Business Council of Greater Philadelphia at its annual Awards Luncheon on Friday, May 15 at the Pennsylvania Convention Center. KPMG is sponsoring this award and TD Bank presenting sponsor of the event.

“We’re recognizing a quarter century partnership that every year enriches over 100,000 visitors who see *The Nutcracker*,” says Karen Davis, President and CEO of the Arts & Business Council. “PNC Bank and Pennsylvania Ballet is an ideal example of an arts and business partnership that truly enriches the Greater Philadelphia area and beyond.”

PNC Bank has expanded its sponsorship by making a 10-year, \$100 million commitment to “Grow Up Great,” an early childhood education program that offers disadvantaged preschoolers a close-up look at the arts. Pennsylvania Ballet’s *Accent on Dance* program is just one of the many arts organizations in the greater Philadelphia region that has been enhanced by this generous investment..

PNC’s support goes beyond dollars, says Pennsylvania Ballet’s Manager of Corporate and Foundation Relations Paul Plesh. “Their community relations team has been involved with dancer and character appearances, special promotional activities and revising educational materials.”

“PNC’s sponsorship has taken *The Nutcracker* to a new level,” says Davis, “polishing one of the shining jewels of Philadelphia’s cultural scene while exceeding attendance and revenue goals.”

The May 15 awards luncheon will include a short performance by Pennsylvania Ballet.

About the Arts & Business Council of Greater Philadelphia

An affiliate of the Greater Philadelphia Chamber of Commerce since 1981, the Arts & Business Council of Greater Philadelphia develops relationships between business and the arts for the mutual benefit of both and in support of the advancement of the Greater Philadelphia Region. For more information, please visit www.artsandbusinessphila.org or call 215.790.3620.

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