

PRESS RELEASE

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PNC Bank Partners with Children & Families First for United Way's Days of Caring Project

As part of its 2007 United Way workplace campaign, PNC Bank, Delaware is sponsoring a Days of Caring project to benefit Children & Families First. Throughout October, PNC employees can donate assorted school supplies, infant formula and diapers in support of the project. The school supplies will go to children in foster care and the baby items to at-risk pregnant women served by Children & Families First's Resource Mothers Program.

"The United Way Days of Caring project is an important tradition at PNC Bank," said Walter Welsh, PNC Senior Vice President and Co-chair of the bank's workplace campaign. "This year, our employees are eager to have a positive impact on the lives of local children with their generous donations to Children & Families First. Through this project and our support for United Way of Delaware, PNC is leading the way to a better way for people in need."

PNC Bank's Mary Liz Biddle, Vice President of Corporate Communications and Judy Aaron, Vice President and Senior Banking Advisor joined Welsh at Children & Families First's own United Way campaign kickoff in Dover on September 25 to present the agency with a sample of items to be donated. The donations also included PNC *Grow Up Great!* educational outreach kits, the bank's initiative to address school readiness and early education concerns among children from birth to age five.

Children & Families First, a private non-profit agency, strengthens families and communities by providing quality social, educational and mental health services. Services include parent education, welfare to work services, foster care, adoption, counseling, an adolescent residential treatment center, teen pregnancy prevention and infant mortality prevention programs. Services are provided out of six offices located throughout Delaware as well as in homes, schools, and other community locations. In 2006, services were provided to 31,901 individuals statewide. Children & Families First is a member of the United Way of Delaware and is accredited by COA (Council on Accreditation of Services for Families and Children).

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