



## FOR IMMEDIATE RELEASE

**Contact:**

McCown Griffin

Marketing Manager

Children's Museum of the Lowcountry

Desk: (843) 853-8962 x223

[mccown@explorecml.org](mailto:mccown@explorecml.org)

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### **Free Friday Family Fest This Friday at the Children's Museum Thanks to PNC Bank**

**Charleston, SC** (May 7, 2014) - The Children's Museum of the Lowcountry (CML) and PNC Bank will provide the fourth Free Friday Family Fest of the 2013-2014 school year this Friday, May 9 from 5:00 p.m. to 8:00 p.m. at CML. The program provides Lowcountry families free admission, dinner provided by Pizza Hut, face painting, playtime in the Museum and games and crafts. All families will also receive a complimentary pass for a return visit to CML and the first 250 families will be given a FREE children's book.

Free Friday Family Fest is scheduled for Friday, May 9 from 5:00 - 8:00 p.m. Registration begins at 4:45 p.m. outside of CML's main entrance.

Free Friday Family Fests have been very successful at CML, with more than 10,000 Lowcountry children and their families benefiting from the free playtime and dinner at CML since the program's inception.

Denis Chirles, Executive Director of the Children's Museum of the Lowcountry said, "Free Fridays are a great way for families in our community to come together and celebrate the importance of playing and learning together. With PNC's support, we are excited to provide this vital community outreach opportunity to all families."

"PNC is dedicated to supporting early childhood education in order to help prepare children to succeed in school and in life," said Paula Fryland, PNC regional president. "Our grant allows the Children's Museum of the Lowcountry to provide access to its unique learning experiences to more children throughout the community."

#### **About the PNC Foundation**

The PNC Foundation, which receives its principal funding from The PNC Financial Services Group ([www.pnc.com](http://www.pnc.com)), 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 Grow Up Great, its signature cause that began in 2004, PNC has created a \$350 million, multi-year initiative to help prepare children from birth to age 5 for success in school and life. For more information, please visit [www.pncgrowupgreat.com](http://www.pncgrowupgreat.com) and [www.youtube.com/PNC](http://www.youtube.com/PNC) or follow [@PNCGrowUpGreat](https://twitter.com/PNCGrowUpGreat) on Twitter.

#### **About the Children's Museum of the Lowcountry**

The Children's Museum of the Lowcountry is a 501(c)(3) non-profit organization with a mission to engage young children's potential by inviting families of all backgrounds to explore environments and experiences that spark imagination and stimulate curiosity through the power of play. Open Tuesday through Saturday from 9 a.m. to 5 p.m. and Sundays from 12 p.m. to 5 p.m. Admission is \$10 per person, \$8 for SC Residents and free for children less than 12 months of age. For more information, please visit our website, [www.explorecml.org](http://www.explorecml.org).

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