



## FOR IMMEDIATE RELEASE

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### **Children's Museum to Host PNC PLAY Day on Friday, October 9th**

*PNC Foundation provides FREE play at the Children's Museum for 2015-2016 school year*

**Charleston, SC** (October 1, 2015) — The Children's Museum of the Lowcountry (CML), thanks to PNC Foundation, will host the first of seven **PNC PLAY Days** of the 2015-2016 school year on Friday, October 9th from 4:00 p.m. to 7:00 p.m. The program provides Lowcountry families FREE admission, playtime in the Museum, unique games and crafts, a complimentary pass to return to the Museum for more FREE play and a FREE children's book.

Registration begins at 3:45 p.m. outside of CML's main entrance, located at 25 Ann Street, downtown Charleston.

Seven PNC PLAY Days are scheduled for the 2015-2016 school year. These FREE events, coupled with the complimentary family day passes to visit CML again for free, will allow Lowcountry children and their grown-ups to play in the Museum for free for a total of 14 times this school year.

Nichole Myles, Executive Director of the Children's Museum of the Lowcountry, said, "CML is thrilled to again be partnering with PNC to once again bring PLAY DAYS to the Charleston area. Because we recognize that play is essential to healthy child development and know CML offers a unique and high quality play experience, we strongly believe the museum should be accessible to all. We are grateful for the partnership with PNC that will help us deliver our mission to spark imaginations and stimulate curiosity through the power of play."

"PNC's support of the Children's Museum of the Lowcountry provides more local children with free access to fun learning activities, critical to their development and preparedness for school," said Jim Hansen, PNC regional president, Eastern Carolinas.

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

The PNC Foundation, which receives its principal funding from The PNC Financial Services Group (NYSE: PNC), 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.

#### **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 – Saturday from 9 a.m. to 5 p.m. and Sundays from 12 p.m. to 5 p.m. Admission is \$12 per person, \$10 for SC Residents and free for Members and 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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