



PNC Celebrates Hispanic Heritage Month

September 16, 2013

Events in 18 cities reflect PNC's investment in the Hispanic community -

PITTSBURGH, Sept. 16, 2013 /PRNewswire/ -- The PNC Financial Services Group (NYSE: PNC) is honoring Hispanic Heritage Month from Sept. 15 to Oct. 15 with sponsored programs and events in 18 cities, including Chicago, Orlando, Fla., Pittsburgh and Tampa, Fla. These events reflect PNC's strategic investment in the Hispanic community, which continues to grow in size and influence.

According to the 2012 Nielsen study, [The Hispanic Market Imperative](#), Hispanics' buying power is projected to reach \$1.5 trillion by 2015. Furthermore, if U.S. Hispanics were a standalone country, their market buying power would be one of the top 20 global economies. By hosting events across its footprint, PNC can better compete for diverse talent, deepen existing relationships and build new relationships with Hispanic customers.

"These celebrations allow us to further connect with Hispanics and to better understand their family, lifestyle and cultural needs," said Enrico A. Della Corna, Southeast regional executive, Commercial Banking. "By embracing their heritage and values, we can build sustainable relationships with the Hispanic community, which has become a driving force of our social and economic future."

Event highlights include:

- **Illinois Hispanic Chamber of Commerce Business Expo** on Aug. 29 at the Navy Pier in Chicago.
- **Hispanic Heritage Month Kick-Off Celebration and Block Party** on Sept. 14 at the Latino Hispanic Community Center in Harrisburg, Pa.
- **El Grito**, a celebration of Mexican Independence Day, on Sept. 15 at Garfield Park in Indianapolis.
- **Festival Latino de Lexington** on Sept. 20 and 21 at the Robert F. Stephens Courthouse Plaza in Lexington, Ky.
- **Fiesta Indianapolis** on Sept. 21 at American Legion Mall in Indianapolis.
- **Connect After 5** on Sept. 25 at the Historical Society of Palm Beach in Palm Beach, Fla.
- **Durham Latino Festival** on Sept. 28 at Rock Quarry Park in Durham, N.C.
- **Jose Hernandez Hispanic Center of York's 4th National Hispanic Heritage Month Festival** on Sept. 28 at Reservoir Park in York, Pa.
- **Association of Latino Professionals in Finance and Accounting (ALPFA)** event on Oct. 1 at the Roberto Clemente Museum in Pittsburgh.
- **Hispanic Choice Awards** on Oct. 5 at the Merriam Theater in Philadelphia.
- **Fiesta en la Plaza** on Oct. 10 at Soldier's Grove in Harrisburg, Pa.
- **2013 Hispanic Education Fair** on Oct. 12 at Anthis Career Center in Fort Wayne, Ind.
- **Latin American Festival** on Oct. 13 at Symphony Park at South Park Mall in Charlotte, N.C.
- **Hispanic Market Advantage Conference** on Oct. 14 and 15 at the Hilton Durham in Durham, N.C.
- **Fiesta en Tampa** on Oct. 16 at the Straz Center's Morsani Hall in Tampa, Fla.
- **The Latin American Food & Wine Festival** on Oct. 24 at Mainstreet at Midtown in Palm Beach, Fla.

In addition, PNC is sponsoring 10 private events around the country, which will provide networking, mentoring and professional development opportunities for members of the Hispanic business community, state and local leaders and PNC employees. These events are intended to encourage the exchange of ideas and best practices among attendees.

To learn more about diversity and inclusion at PNC or for additional information on PNC's Hispanic Heritage Month celebrations, visit www.pnc.com/diversity or email diversity@pnc.com.

The PNC Financial Services Group, Inc. (www.pnc.com) is one of the nation's largest diversified financial services organizations providing retail and business banking; residential mortgage banking; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management and asset management. Follow @PNCNews on Twitter for breaking news, updates and announcements from PNC.

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