

**The World's Only Global Musical Instrument Museum**

**FOR IMMEDIATE RELEASE**

**Musical Instrument Museum Names Family Center  
in Honor of PNC Bank's \$250,000 Sponsorship**

*Funding supports expanded educational learning opportunities*

**PHOENIX (April 7, 2022)** — The [Musical Instrument Museum](#) (MIM) has been awarded \$250,000 from [PNC Bank](#) as part of a sponsorship agreement. The sponsorship represents a further extension of PNC's relationship with MIM that includes support for in-person and virtual early childhood education programs. MIM's family center will now be named the PNC Bank Family Center and will feature a plaque recognizing PNC's dedication to educational programming that will greet families as they enter the space.

"MIM is so grateful for PNC's ongoing support," says Katherine Palmer, DMA, MIM's curator of education. "The newly named PNC Bank Family Center recognizes PNC's commitment to children and families for all guests to see. Over the years, the family center has become a place of music making, exploration and connection. With this vital support, MIM can continue to help young children learn through music."

The PNC Bank Family Center is a peaceful space where young families can relax and recharge. Located on the museum's first floor, the space features a family restroom, a nursing room, seating areas, and musical toys and books that guests can explore independently or together. For families with young children, it is the perfect place to reconnect or unwind. The PNC Bank Family Center is also home to MIM's Mini Music Makers classes, which are held Wednesday, Thursday and Saturday mornings.

"PNC, as a national Main Street bank, is committed to supporting the vitality and quality of life in our local communities. Music and the arts are a marvelous platform to connect generations of families. MIM's family center provides a common ground where we, as a community, can all grow stronger together," says Cathleen Walker, PNC regional president, Phoenix and Northern Arizona. "PNC's continued support of MIM helps to expand its educational learning opportunities, while strengthening its reputation as one of Phoenix's most beloved cultural institutions."

PNC is also the presenting sponsor of MIM's early childhood education programs, and its funding supports three distinct offerings:

- Mini Music Makers, MIM's early childhood movement and music class for children ages 0 to 5
- Musical Adventures, MIM's genre- and culture-based class for children ages 6 to 10
- Professional development sessions for educators, with sessions specific to early childhood educators and for teachers of grades three through 12.

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The education programs presented by PNC are part of a larger menu of in-person and virtual experiences at MIM that also includes field trips for K-12 students and memory care programs for seniors living with memory loss. Since on-site programming returned in July 2021, over 1,500 youth tickets have been sold for in-person early childhood classes, and high attendance is expected for the remainder of the year's education programs.

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### About PNC Bank

PNC Bank, National Association, is a member of The PNC Financial Services Group, Inc. (NYSE: PNC). PNC is one of the largest diversified financial services institutions in the United States, organized around its customers and communities for strong relationships and local delivery of retail and business banking including a full range of lending products; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management and asset management. For information about PNC, visit [www.pnc.com](http://www.pnc.com).

### About MIM

The Musical Instrument Museum (MIM) enriches our world by collecting, preserving, and making accessible an astonishing variety of musical instruments and performance videos from every country in the world. MIM offers guests a welcoming and fun experience, incomparable interactive technology, dynamic programming, and exceptional musical performances. MIM fosters appreciation of the world's diverse cultures by showing how we innovate, adapt, and learn from each other to create music—the language of the soul.

The Musical Instrument Museum is located at 4725 E. Mayo Boulevard in Phoenix (corner of Tatum and Mayo Boulevards, just south of Loop 101). For general museum information and a full schedule of events, visit [MIM.org](http://MIM.org) or call 480.478.6000.

Find MIM on Facebook: [Facebook.com/MIMphx](https://www.facebook.com/MIMphx)

Twitter, Instagram, and YouTube: [@MIMphx](https://www.instagram.com/MIMphx)

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