

FOR IMMEDIATE RELEASE:



## ROCK HALL EDU POWERED BY PNC CELEBRATES ONE MILLION STUDENTS REACHED

*Free educational platform features resources for teachers, parents, guardians to harness power of rock & roll, including activities, videos, playlists and lesson plans*

**CLEVELAND (July 26, 2021)** – The Rock & Roll Hall of Fame is proud to announce that its free online learning platform, [Rock Hall EDU Powered by PNC](#), has impacted over one million students worldwide.

Designed by the Rock Hall’s award-winning education team, the platform provides resources and activities to help teachers, parents and guardians engage, teach and inspire their students using the power of rock & roll – no matter what subject on which they’re focusing.

“Rock & roll is for everyone – not just adults or students who walk through our doors and experience our on-site programs,” said Jason Hanley, vice president of education and visitor engagement for the Rock & Roll Hall of Fame. “By creating a free digital platform, we’re able to help inspire students no matter where they reside. We’re thrilled to see the success of the site and have validation that parents and teachers are finding value in these unique resources for their own classrooms. Reaching a million students is a major accomplishment, but we’re just getting started.”

PNC has been a long-time supporter of the Rock Hall’s education programs, starting with the award-winning Toddler Rock since 2009. It has since expanded its support to include Rock Hall EDU and Rockin’ the Schools.

Such ongoing support served the Rock Hall well during the pandemic because it enabled the museum to use technology to strengthen the programs and make them more widely available to students, parents and teachers. The digital platform positions the Rock Hall to grow its programming in the future.

“PNC is incredibly proud of its ongoing support of the Rock Hall’s mission and we congratulate the team on reaching one million students,” said Pat Pastore, PNC regional president of Cleveland. “The power of music, education and collaboration cannot be underestimated as tools to build a stronger economic future for our children.”

Since its inception, education has been a priority for the Rock Hall. Flagship programs such as Toddler Rock have helped children achieve a 71% increase in letter recognition and reading comprehension scores. Rockin’ the Schools, a free onsite class for K-12, has reached more

than 350,000 students. More than \$10 million collected from museum admission taxes have gone directly to the Cleveland Metropolitan School District.

Rock Hall EDU is one of several important community engagement and educational initiatives supported by PNC Bank and the PNC Foundation under multi-year relationships. This includes Toddler Rock, building from the bank's early childhood education initiative PNC Grow Up Great®, and Rockin' the Schools, both of which are nationally recognized.

In addition to its digital acceleration and growth of Rock Hall EDU Powered by PNC, the Rock Hall plans to resume its onsite programs this fall.

The Rock & Roll Hall of Fame also is grateful for the generous support of AEP and AEP Foundation. AEP Foundation helped launch Rock Hall EDU and has since continued their support with an additional grant received in 2020 at the start of the pandemic when the need for free, digital educational resources was greater than ever before. This investment and partnership by AEP Foundation fuels the impact of Rock Hall EDU and allows the Museum to be able to offer these innovative, digital education resources for free to teachers and educators around the globe. This partnership allows the Rock Hall and AEP Foundation to combine the power and energy of music with education.

"We believe education is the foundation of brighter futures for our communities. Creating opportunities that help our youth unlock their thinking and create curiosity is what leads to future innovations," said Janelle Coleman, AEP Foundation president and VP of Corporate Philanthropy and Community Engagement. "The AEP Foundation is proud to support Rock Hall EDU and provide opportunities for students to access unique, captivating and quality arts education activities in the classroom."

Rock Hall EDU offers free access to lesson plans, activities and downloadable activity sheets, presentations, videos, playlists, writing prompts, and more. All materials meet national and state learning standards and can be accessed at [rockhall.com/education](https://rockhall.com/education).

Featured collections and assets include:

- **["It's Been Said All Along" Collection](#)**: In every generation, Black rock & roll artists have elevated the conversation about social justice. Use this collection to bring the spirit of the physical or virtual exhibit to your students with a poster activity, an Aretha Franklin RESPECT lesson plan, a music and activism in the 21st century playlist and more.
- **[Superbowl Halftime Show Collection](#)**: The NFL's Super Bowl Halftime Show has been one of the most watched televised events of every year for decades. Months of planning with countless staff, crew and musical acts make this 15-minute, star-studded extravaganza possible. Teachers can use this collection to score points with students as they create, design and organize a Super Bowl Halftime Show of their own.
- **[Class of 2021 Inductees Playlists](#)**: The 2021 Class of Rock & Roll Hall of Fame Inductees spotlights the sounds, songwriting and creative input that have influenced rock and roll from its earliest years up through the modern day. Use these playlists to introduce learners to these remarkable artists from all corners of popular music history.

- **Pride Collection:** The LGBTQIA+ Community has long been a part of the rock and roll story. Their perspectives and experiences have helped shape rock and roll. In recent decades, artists have used their music as a vehicle to support the community and champion rights. Use this collection to examine some of the LGBTQIA+ contributions to music.

The Rock & Roll Hall of Fame also is pleased to have the support of the Nordson Corporation Foundation and donors who made it possible for the Museum to continue to impact students, teachers, educators and parents through Rock Hall EDU.

Rock Hall EDU posts new content regularly and encourages parents and teachers to submit requests and feedback to [edusupport@rockhall.org](mailto:edusupport@rockhall.org).

### **About 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 bilingual \$500 million, multi-year initiative to help prepare children from birth to age 5 for success in school and life.

### **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 AEP Foundation**

The American Electric Power Foundation is funded by American Electric Power and its operating subsidiaries. The Foundation provides a permanent, ongoing resource for charitable initiatives in the communities served by AEP and initiatives outside of AEP's 11-state service area. The Foundation focuses on improving lives through education from early childhood through higher education in the areas of science, technology, engineering and math and by meeting basic needs for emergency shelter, affordable housing and the elimination of hunger. Our Social and Racial Justice grant program, Delivering On the Dream, is for organizations whose mission and/or programming is committed to positive social and racial justice outcomes. Other foundation support may be offered to protect the environment, support healthcare and safety, and enrich life through art, music and cultural heritage.

### **About the Rock & Roll Hall of Fame**

Rock Connects Us. Our mission is clear: To engage, teach and inspire through the power of rock & roll. We share stories of the people, events and songs that shape our world through digital content, innovative exhibits, live music, and engaging programs. We value all by embracing talents, perspectives and experiences. We intentionally foster a diverse and

equitable environment that encourages creativity and innovation by valuing, empowering and respecting all people. Diversity, Equity, & Inclusion is more than just a policy. It supports our mission and defines our future. Join the millions who love it as much as you do. Experience us live or online – Visit [rockhall.com](https://rockhall.com) or follow the Rock Hall on Facebook (@rockandrollhalloffame), Twitter (@rockhall), Instagram (@rockhall) and YouTube ([youtube.com/rockhall](https://youtube.com/rockhall)). Long Live Rock!

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