

Heart of America®



MEDIA ADVISORY

FOR IMMEDIATE RELEASE

Heart of America and The PNC Foundation to Transform Greater Minneapolis Crisis Nursery with Volunteer Day and Ribbon Cutting

Multiple photo/video and interview opportunities available

MINNEAPOLIS (April 9, 2026) [Heart of America](#) (HOA), a nonprofit organization dedicated to transforming learning spaces for underserved students since 1997, and PNC will host a ribbon-cutting ceremony to celebrate PNC's continued support of the [Greater Minneapolis Crisis Nursery](#) and their volunteer work transforming areas within the space. Financial support and employee volunteerism at the nursery are aligned with the focus of [PNC Grow Up Great®](#), a multi-year initiative of the PNC Foundation dedicated to helping to prepare children from birth to age 5 for success in school and life.

Through PNC's Grow Up Great® initiative, volunteers are refreshing the hallways with bright, nature-themed murals, calming colors, and new interactive sensory and educational features designed to comfort children during stressful moments while encouraging learning through play.

The Minneapolis Crisis Nursery supports families experiencing times of intense stress or crisis. Many of the children who stay at the nursery have experienced trauma, and the newly refreshed environment is designed to help them feel safe, supported, and engaged during their stay.

On April 9, volunteers will help put the finishing touches on the project before partners and community leaders gather to unveil the transformed space.

WHO: HOA, PNC Grow Up Great® volunteers, and Minneapolis Crisis Nursery, along with community leaders, partners, and supporters.

WHAT: Over the past few weeks, HOA has collaborated with PNC Grow Up Great® volunteers to transform spaces at the Minneapolis Crisis Nursery. A ribbon-cutting ceremony will be held to celebrate the newly transformed space, which features calming colors, nature-inspired murals, and new interactive sensory and educational elements. PNC Grow Up Great® is also providing 50 gift bags to families at the Minneapolis Crisis Nursery as part of the Grow Up Great® initiative.

Following the ribbon-cutting ceremony, guests and media are welcome to tour the new spaces.

WHEN: 11:30 a.m., Thurs., April 9, 2026

WHERE: Minneapolis Crisis Nursery, 4544 4th Avenue South, Minneapolis, MN 55419

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About Heart of America

Heart of America is a 501c3 nonprofit that transforms learning spaces and helps bridge resource gaps. Our work focuses on the whole student, knowing that the physical spaces where young people learn are just as important as *what* they are learning. Since 1997, we've worked towards education equity by renovating nearly 1,400 spaces in classrooms, libraries, STEAM labs, college/career centers, school gymnasiums, and community centers, and more. We have provided current resources, including over 4.4 million books, and infused over \$14.3 million in technology. <https://www.heartofamerica.org/>

About The PNC Foundation

The PNC Foundation, which receives its principal funding from The PNC Financial Services Group, Inc. (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 PNC 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. For more information, visit [PNC Foundation](#).

About Greater Minneapolis Crisis Nursery

Greater Minneapolis Crisis Nursery works to end child abuse and neglect and create strong, healthy families. The Nursery provides short-term crisis care, parent advocacy, and connections to essential resources that help families build resilience and move toward self-sufficiency. Every child in care receives three meals and three snacks each day, funded through community support. Since 1983, GMCN has provided more than 200,000 days and nights of care to children in safe, supportive spaces. www.crisisnursery.org/.

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