



**COMCAST AND ONE ECONOMY LAUNCH *COMCAST DIGITAL CONNECTORS PROGRAM***  
***Innovative New Program to Teach Springfield Youth Digital Literacy and Leadership Skills***

**SPRINGFIELD, MA** – (November 30, 2009) – Comcast and One Economy today announced the kick off of a major technology learning and service initiative that teaches young people about broadband technologies and how to put that knowledge to work to serve the Springfield community. The program, *Comcast Digital Connectors*, will take place during after-school hours at the Urban League of Springfield as well as in 21 other locations across the United States.

In the *Comcast Digital Connectors* program, teams of high school students, who attend New Leadership Charter School in Springfield and come from diverse and low-income backgrounds, will gather at the Urban League three times a week after school throughout the year to learn digital literacy skills. The young people will then volunteer their time at community-based organizations, senior centers, churches and even in their own homes to help improve digital literacy. Additionally, they will be mentored by local Comcast employees, who will help develop leadership skills among the young people and lend expertise.

“This is a really exciting and extremely important initiative for Comcast and the Comcast Foundation. Developing digital literacy skills in young people is essential to their future,” said David L. Cohen, Executive Vice President of Comcast Corporation. “Along with digital education, young people from diverse communities will experience a unique opportunity to improve their lives and the lives of others by cultivating leadership skills, impacting their neighborhoods through community service and preparing for their bright futures in the workforce.”

As the nation’s largest residential Internet service provider, Comcast is contributing to One Economy’s mission to maximize the potential of technology in cities and towns across the country. Comcast’s commitment to the Digital Connectors initiative, developed in 2001, will also help One Economy increase the number of youth who will benefit from the program. To date, nearly 3,000 young people have contributed more than 56,000 hours of community service through the Digital Connectors initiative. The One Economy-Comcast partnership aims to double the number of participants in the program and the hours of service they contribute to their communities.

“The *Comcast Digital Connectors* program is a great opportunity for young people in Western Massachusetts,” said Doug Guthrie, Senior Vice President of Comcast’s Western New England Region. “It will teach them the technology skills needed to advance in education and in the workforce, and instill the importance of passing on that knowledge to their neighbors, friends and family in order to improve their lives and community.”

The curriculum for *Comcast Digital Connectors* covers several broad areas to help the program participants learn real world applications for broadband technology. Modules include leadership principles, real world learning opportunities, digital technology skills development, community service, financial literacy and civic journalism. The students will learn how to network computer labs, connect wireless access points and create video documentaries. Additionally, they will be given instruction in entrepreneurship, healthy living, career and character development. The program also will include creative media projects intended to inspire the Digital Connectors to put broadband and Internet technology to their greatest use in their communities.

“The *Comcast Digital Connectors* program does more than prepare Springfield’s young people for 21<sup>st</sup> century workforce and educational opportunities,” said Rey Ramsey, CEO of One Economy. “It also gives them a chance to connect their friends and neighbors to the life-changing resources and information that technology and the Internet can provide. That’s a powerful thing in an increasingly digital economy.”



“Comcast’s commitment to the Urban League of Springfield’s youth and their development through the *Comcast Digital Connectors* program offers enormous future benefits to the participants and the community at large,” said Henry Thomas, President and CEO of the Urban League of Springfield. “The skills obtained and the experiences learned add tremendously to their personal growth and development, as well as add value to the community the Urban League of Springfield serves.”

In addition to Springfield, the *Comcast Digital Connectors* program is launching in 21 additional locations across the nation by the end of 2010. Locations include Washington, D.C. (launched in July); Houston, Texas (launched in October); Miami, Florida; Hanford, California; Dearborn, Michigan; Denver, Colorado; Philadelphia, Pennsylvania; Tallahassee, Florida; West Palm Beach, Florida; Morgantown, West Virginia; Atlanta, Georgia; Tacoma, Washington; Pittsburgh, Pennsylvania; Chicago, Illinois; Portland, Oregon; and others to be determined.

Comcast powers dreams in the communities it serves by providing access to innovative technology, volunteering time, giving financial support and partnering with organizations to make communities stronger. The company focuses its community investment initiatives on building tomorrow’s leaders, promoting community service and expanding digital literacy. Since 2001, Comcast have provided \$1.4 billion in cash and in-kind support to national and local non-profit organizations in 39 states and Washington D.C. The company has made a \$1.2 million commitment to sponsor the Digital Connectors program for three years, beginning in 2009.

#### **About Comcast Corporation**

Comcast Corporation (Nasdaq: CMCSA, CMCSK) ([www.comcast.com](http://www.comcast.com)) is one of the nation’s leading providers of entertainment, information and communication products and services. With 23.8 million cable customers, 15.7 million high-speed Internet customers and 7.4 million Comcast Digital Voice customers, Comcast is principally involved in the development, management and operation of cable systems and in the delivery of programming content.

Comcast’s content networks and investments include E! Entertainment Television, Style Network, Golf Channel, VERSUS, G4, PBS KIDS Sprout, TV One, ten sports networks operated by Comcast Sports Group and Comcast Interactive Media, which develops and operates Comcast’s Internet businesses, including Comcast.net ([www.comcast.net](http://www.comcast.net)). Comcast also has a majority ownership in Comcast-Spectacor, whose major holdings include the Philadelphia Flyers NHL hockey team, the Philadelphia 76ers NBA basketball team and two large multipurpose arenas in Philadelphia.

#### **About the Comcast Foundation**

The Comcast Foundation was founded by Comcast Corporation in June 1999 to provide charitable support to qualified non-profit organizations. The Foundation primarily invests in programs intended to have a positive, sustainable impact on their communities. The Foundation’s focus areas are: promoting community service, expanding digital literacy and building tomorrow’s leaders. Since its inception, the Comcast Foundation has donated more than \$64 million to organizations in the communities nationwide that Comcast serves. More information about the Foundation and its programs is available at [www.comcast.com/InTheCommunity](http://www.comcast.com/InTheCommunity).

#### **About One Economy and the Digital Connectors**

One Economy is a global nonprofit organization that uses innovative approaches to deliver the power of technology and information to low-income people. More than 17 million people have used One Economy’s online tools and resources, including the Public Internet Channel ([www.pic.tv](http://www.pic.tv)), to build better lives. One Economy has launched on-the-ground programs in 42 U.S. states, Africa, Europe, Latin America and the Middle East. The Digital Connectors program is One Economy’s flagship initiative that delivers 21<sup>st</sup> century technology training to young people from low-income backgrounds, who then share what they learn within their own communities. To date, more than 3,000 Digital Connectors have delivered more than 56,000 hours of technology focused community service. Learn more at [www.one-economy.com](http://www.one-economy.com).



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