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COMCAST COLORADO AWARDING MORE THAN \$1.1 MILLION IN GRANTS AND SUPPORT FOR STATE AND NON-PROFIT DIGITAL EQUITY INITIATIVES

National Study Finds Digital Navigators Can Help to Close the Digital Divide and Reduce Socioeconomic Inequality

July 21, 2022 – Denver – Comcast today announced it is providing more than \$1.1 million in cash and in-kind support to a new State of Colorado digital navigation program established by Senate Bill 22-140, as well as to several local Colorado community-based organizations as noted below. Comcast is supporting these initiatives as part of Project UP, the company’s comprehensive, one-billion-dollar initiative to advance digital equity. These resources will support the launch and scale of digital navigator and skills programs to assist individuals and families with resources to access the Internet and digital skills programs.

The announcement follows the launch of a [nationwide study](#) by the Boston Consulting Group, which found digital navigators are critical to helping close the digital divide and reduce socioeconomic inequalities by helping more people get online. Digital navigators are individuals affiliated with trusted community organizations who are trained to help people access the Internet, use devices, and learn digital skills.

The study surveyed 1,500 individuals across the country who received support from a digital navigator. Key findings include:

- More than 65 percent of survey respondents said they obtained Internet access or a computer or tablet at home; among Hispanic and Black Americans, this increased to 72 percent.
- More than 85 percent of all respondents said they used the Internet more frequently.
- Almost half surveyed obtained better healthcare, and 40 percent received support with basic needs like food, rent, and housing.
- 1 in 3 either found a new job, or earned a higher income.

“Local governments and community organizations are closest to being able to serve those who need to be connected to the Internet. By empowering them with the resources they need to broaden their scope of work in digital equity, the possibilities are unlimited,” said Broderick Johnson, Executive Vice President, Public Policy and Executive Vice President, Digital Equity, at Comcast. “For more than a decade, Comcast has invested in communities to bridge the digital divide, and we are thrilled to support this new chapter of impact with Digital Navigators in Colorado. Our local partners throughout Colorado hold the key to making real transformative change happen for families across the state.”

This year, the Colorado General Assembly passed SB 22-140, establishing a statewide digital navigator program within the Department of Labor and Employment's Office of Future of Work. The legislation was sponsored by: Sen. James Coleman, Sen. Bob Gardner, Rep. Barbara McLachlan, and Rep. Judy Amabile.

"To be fully connected as a society, we first have to get connected," said State Sen. James Coleman, a prime sponsor of SB 22-140. "The state's new digital navigation program, housed within the Department of Labor & Employment, will address some of the digital inequities many Coloradans experience, including access to digital technology and computer skills training, cybersecurity, and affordable internet service. Comcast has been at the forefront of addressing digital equity within Colorado for years, and their partnership is instrumental to our efforts to expand connectivity in our communities."

"Having robust, reliable WiFi is key to fully participating in today's digital society. Our kids and their parents need the digital tools and skills to do their homework, search for jobs, and access vital community services to achieve their future," said Sonya Ulibarri, CEO of Girls Inc. of Metro Denver. "Partnering with experts in digital equity and connectivity, like Comcast, is critical to being able to support the people and communities we serve."

Comcast Financial and In-kind Support for Local Colorado Organizations:

Through 2023, Comcast will provide more than \$1.1 million in financial and in-kind support to local community programs to help advance digital equity. Comcast's support enables organizations to acquire technology equipment, provide digital skills trainings, and offer opportunities for youth and adults to explore and train for careers in tech-related fields. It will also help them develop the kinds of technology skills that can help them launch and grow their own businesses.

Organizations receiving support include:

- Anchor Center for Blind Children
- Boys & Girls Clubs (in many communities across the state)
- Cleo Parker Robinson Dance "STREAM" Technical Theater Program
- Colorado PBS12
- Community Computer Connection (C3)
- Denver Youth Empowerment Center
- Easterseals Colorado
- Entrepreneurship for All Longmont (EforAll)
- Girls Inc. of Metro Denver
- Mi Casa Resource Center
- Mile High United Way
- Office of the Future of Work - Colorado Department of Labor and Employment
- Sistahbiz Global Network
- Watson Institute
- Young Americans - Youth Biz: Technology Skills for Young Entrepreneurs

About Comcast in Colorado:

Throughout Colorado, more than 2.3 million homes and businesses have access to Comcast services, including its multi-gig and secure Internet service. During the last three years, Comcast provided more than \$42.6 million in cash and in-kind charitable contributions to more than 267 Colorado nonprofits. Since 2011, Comcast has connected more than 560,000 low-income Coloradans to the Internet through our Internet Essentials program. As part of our ongoing commitment to help connect low-income families to the internet, Comcast also worked with our network of nonprofit, community, and city partners to equip nearly 100 locations across Colorado with WiFi-connected Lift Zones where students and adults can get online, participate in learning and workforce development trainings, and access critical resources. Comcast in Colorado is also working with organizations throughout Colorado to support drive awareness around the Affordable Connectivity Program (ACP) and ways to eliminate the barriers to digital adoption, including cost, equipment, and digital skills.

These efforts are part of Comcast's ongoing work to advance [digital equity](#) and help provide underrepresented small business owners with access to the digital tools and funding. Through Project UP, Comcast has [committed](#) \$1 billion over the next 10 years to programs and partnerships that will reach tens of millions of people with the skills, opportunities, and resources they need to succeed in an increasingly digital world.

About Internet Essentials:

In 2011, Comcast launched Internet Essentials, the nation's largest and most successful private-sector low-income broadband adoption program; since launch it has connected over 10 million people to the Internet at home, most for the very first time. It recently launched Internet Essentials Plus, a service that includes high-speed Internet, a cable modem, access to millions of WiFi hotspots, and unlimited data for \$29.95 per month. Any Xfinity customer across all Comcast's markets who qualifies for the Affordable Connectivity Program (ACP) can apply their \$30 credit toward their monthly Internet and/or Xfinity Mobile bill. Customers can visit [www.http://xfinity.com/learn/internet-service/acp](http://xfinity.com/learn/internet-service/acp) or call 844-389-4681 for more information, to determine eligibility, and sign up. A dedicated ACP Enrollment and Support Center is available from 8AM to 12AM daily, with multi-lingual capabilities to assist anyone interested in the program.

About Comcast Corporation:

Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company that connects people to moments that matter. We are principally focused on connectivity, aggregation, and streaming with 57 million customer relationships across the United States and Europe. We deliver broadband, wireless, and video through our Xfinity, Comcast Business, and Sky brands; create, distribute, and stream leading entertainment, sports, and news through Universal Filmed Entertainment Group, Universal Studio Group, Sky Studios, the NBC and Telemundo broadcast networks, multiple cable networks, Peacock, NBCUniversal News Group, NBC Sports, Sky News, and Sky Sports; and provide memorable experiences at Universal Parks and Resorts in the United States and Asia. Visit www.comcastcorporation.com for more information.

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