

Comcast and the YMCA Announce \$15 Million, Multi-Year Partnership to Help Level the Playing Field for Low-Income Families
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Collaboration to Leverage Comcast's Internet Essentials High-Speed Internet Adoption Program and the Y's Commitment to Strengthening Communities

Today, Comcast and YMCA of the USA (Y-USA) announced a comprehensive \$15.3 million partnership that combines the Y's commitment to strengthening communities and improving the lives of children and families and the transformative potential of Comcast's [Internet Essentials](#), the nation's largest and most comprehensive internet adoption program, to help prepare the next generation for the future.

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The multi-year partnership is anchored by Comcast's commitment to increasing the public's understanding of the important and impactful work the Y does in communities through the visibility of the Y's **For a better us®** English and Spanish PSA's. Additionally, Comcast will provide grants to further support digital literacy and academic achievement programs at Ys nationwide. To mark today's partnership launch, Comcast will donate a total of \$50,000 to the following five Ys:

- Philadelphia Freedom Valley YMCA
- YMCA of Central Maryland
- YMCA of Memphis & the Mid-South
- YMCA of the Greater Houston
- YMCA of Greater Indianapolis

"Internet Essentials is designed to help level the playing field for low-income families by providing the opportunity to apply for low-cost home internet, one of the most important resources in today's digital world," said David L. Cohen, Comcast Corporation Senior Executive Vice President and Chief Diversity Officer. "We are proud to elevate the impact of the Y, an esteemed, leading national nonprofit, and to work together in the communities we mutually serve and help connect even more people to the resources they need to achieve their dreams."

Y academic achievement programs are designed to not only increase success in school, but to foster social-emotional development and physical health and well-being of children. With a presence in more than 10,000 communities around the country, the Y is one of the few community-based organizations that has the size and scope to make a lasting impact where people live, work and play. To help raise awareness for the its work in youth development as well as efforts in the areas of healthy living and social responsibility, the Y created **For a better us**—a multi-year, multi-faceted effort aimed at changing the perception of the Y.

“Closing gaps and increasing access to services that help kids and families reach their full potential is a key aspect of the Y’s mission. Comcast shares our passion for social equity, and this partnership is evidence of that,” said Kevin Washington, President and CEO of YMCA of the USA. “Whether it’s helping children succeed in school, connecting families to essential resources, or eliminating isolation for seniors, the Y is here to help.”

The Y, Comcast, and Olympic Medalist and Internet Essentials Spokesperson [Jackie Joyner-Kersee](#) announced the partnership today at an event at the Columbia North YMCA in Philadelphia.

For more information about the Y’s academic achievement programs visit www.ymca.net. For more information about Internet Essentials and to apply, visit www.InternetEssentials.com.

About the Y

The Y is one of the nation’s leading nonprofits organizations and is focused on strengthening communities through youth development, healthy living, and social responsibility. In the United States, 2,700 Ys engage 22 million men, women, and children – regardless of age, income, or background – to nurture the potential of children and teens, improve the nation’s health and well-being, and provide opportunities to give back and support neighbors. Anchored in more than 10,000 communities, the Y has the long-standing relationships and physical presence not just to promise, but also to deliver, lasting personal and social change. For more information, visit www.ymca.net.

About Internet Essentials

Internet Essentials from Comcast is the nation’s largest and most comprehensive high-speed internet adoption program. It provides low-cost high-speed internet service for \$9.95 a month plus tax; the option to purchase an internet-ready computer for under \$150; and multiple options to access free digital literacy training in print, online and in-person. For more information, or to apply for the program, visit www.InternetEssentials.com or call 1-855-846-8376. Spanish speakers should call 1-855-765-6995.

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company with two primary businesses, Comcast Cable and NBCUniversal. Comcast Cable is one of the nation’s largest video, high-speed internet and phone providers to residential customers under the XFINITY brand and also provides these services to businesses. NBCUniversal operates news, entertainment and sports cable networks, the NBC and Telemundo broadcast networks, television production operations, television station groups, Universal Pictures and Universal Parks and Resorts. Visit www.comcastcorporation.com for more information.

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