
FOR IMMEDIATE RELEASE

COMCAST LAUNCHING WIFI-CONNECTED “LIFT ZONE” IN SALVATION ARMY OF POTTSVILLE

Lift Zone Will Provide Safe Space with Free Internet to Help Hundreds of Low-Income Students Participate in Distance Learning

POTTSVILLE, PA – AUGUST 18, 2021 – As part of its ongoing commitment to help connect low-income families to the Internet so they can fully participate in educational opportunities and the digital economy, Comcast today announced plans to equip the Salvation Army of Pottsville with a WiFi-connected “Lift Zone” this month. The robust WiFi coverage Comcast will provide at this center is expected to help hundreds of low-income students get online, participate in distance learning and help address the homework gap. The site is also available for adults, veterans and seniors to look for and apply for jobs, and to keep in touch with friends and family.

Lift Zone sites complement [Comcast’s Internet Essentials program](#), which, since 2011, has now connected more than 10 million people in America to broadband Internet at home, including approximately 4,000 people in Schuylkill County.

Today’s announcement also comes on the heels of Comcast’s [recent \\$1 billion commitment](#) over the next 10 years to help further close the digital divide and give even more low-income students and families the tools and resources they need to succeed in a digital world.

“The Salvation Army of Pottsville is proud to provide a safe place for low-income families to access the Internet. In today’s world, many may think everyone has access to the Internet, but this simply isn’t true,” said Lt. Gavin Yeatts, the Salvation Army Corps Pottsville. “Many families still need a computer and Internet access. The Salvation Army always has and always will provide for our loving community.”

“We’re excited that Comcast contacted us about the Lift Zone program in our community,” said Kelly K. Malone, Executive Director of the Schuylkill United Way. “Even more exciting is the Salvation Army Corps Pottsville will be taking advantage of this generous offer from Comcast and will be opening a Lift Zone. The Lift Zone is a program that will make life easier and safer for those who don’t have WiFi availability. We thank Comcast for thinking of those in need.”

There are 70 Lift Zones already operational in Comcast's [Keystone Region](#), with others currently under consideration. These Lift Zones will feature free WiFi provided by Comcast, which will enable students, adults, veterans and seniors to stay connected. The initiative will provide free connectivity for the community centers for the next three years.

"The COVID-19 crisis continues to put many low-income families at risk of being left behind, accelerating the need for comprehensive digital equity and Internet adoption programs to support them," said Toni Murphy, Senior Vice President for Comcast's Keystone Region. "We hope this Lift Zone will help families who, for a variety of reasons, are unable to connect at home."

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 broadband, aggregation, and streaming with over 56 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, Peacock, NBC News, NBC Sports, Sky News, and Sky Sports; and provide memorable experiences at Universal Parks and Resorts in the United States and Asia.

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