



COMCAST LAUNCHING MORE THAN 30 WIFI-CONNECTED “LIFT ZONES” ACROSS NEW MEXICO

Lift Zones Provide Safe Spaces Equipped with Free WiFi to Help Low-Income Students Participate in Distance Learning

Albuquerque, NM – March 15, 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 more than 30 locations across New Mexico with WiFi-connected “Lift Zones” before the end of 2021.

Working with its network of nonprofit, community, and city partners, Comcast is providing robust, free WiFi in safe spaces for students and adults to get online, participate in distance learning and workforce development trainings, and access critical resources. This initiative provides free connectivity inside partner centers for the next three years.

Youth Development, Inc. (YDI) is one of the first Lift Zones installed in New Mexico. For nearly 50 years, [YDI](#) has been fighting poverty in New Mexico through a variety of youth and family services programs.

“Transforming two of our YDI centers into Lift Zones has made a huge difference in the lives of the students we serve,” said Robert Chavez, CFO/COO, Youth Development, Inc. “Many of the kids who come to YDI either don’t have internet at home or they can’t study at home and need somewhere safe to go. We’re so glad to be able to work with Comcast to give our students a safe, clean, and connected space where they can stay in school even when schools are closed.”

“During the pandemic we stepped up to fill an urgent need, providing WiFi hotspots at nearly 60 community centers, libraries, and in neighborhoods for students who don’t have access to the internet at home,” said Mayor Tim Keller, City of Albuquerque. “This partnership to add Comcast Lift Zones will build on that work to expand access to a basic need for both workers and students during this pandemic and into the future.”

New Mexico organizations working with Comcast to establish Lift Zones in their respective facilities include:

Albuquerque

- Boys & Girls Clubs of Central New Mexico
- City of Albuquerque Community & Senior Centers - *multiple locations to be announced*
- City of Albuquerque Childcare Centers- *multiple locations to be announced*
- Goodwill of New Mexico
 - San Mateo Center
 - GoodBuys Center
- New Day Youth & Family Services
- South Valley Economic Development Center
- Youth Development Inc
 - Main location
 - South Valley location

Farmington

- Boys & Girls Clubs of Farmington
 - Main Clubhouse
 - Hilltop Clubhouse



- Bloomfield Clubhouse
- City of Farmington Recreation Centers *multiple locations to be announced*
- Goodwill of New Mexico – Farmington Center

Las Cruces

- Boys & Girls Clubs of Las Cruces
- City of Las Cruces Community Centers *multiple locations to be announced*

Santa Fe

- Boys & Girls Clubs of Santa Fe
 - Zona Clubhouse
 - Camino De Jacobo Clubhouse
 - Valle Vista Clubhouse
- City of Santa Fe Community Centers
- Girls Inc of Santa Fe

Silver City

- Silver City Senior Center
- El Grito Early Learning Center

Additional New Mexico Lift Zones sites are currently under consideration, with the goal to have all locations installed by the end of 2021.

“Partnering with Comcast to provide Lift Zones at three Boys & Girls Clubs of Santa Fe/Del Norte locations is crucial for the success of our students. These connectivity sites will help ensure our students can access critical resources and participate in their education online,” said Roman Abeyta, Chief Professional Officer, Boys & Girls Clubs of Santa Fe.

“Access to the Internet is a critical component of digital equity, and we’re proud to partner with so many key community organizations in making that possible through our Lift Zones,” said Chris Dunkeson, Area Vice President, Comcast. “There is no single answer to address the distance learning challenges of COVID-19, but we’re working hard to bridge the gap for as many students and families across New Mexico as possible.”

In addition, the company is providing free access to all outdoor WiFi hotspots through June 30, 2021, plus hundreds of hours of digital skills content to help families and site coordinators navigate online learning. Lift Zone sites complement [Comcast’s Internet Essentials program](#), which has helped connect millions of low-income students and families to the Internet at home. New Internet Essentials customers who sign up by June 30, 2021 will also be eligible to receive 60-days of free Internet service.

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company with three primary businesses: Comcast Cable, NBCUniversal, and Sky. Comcast Cable is one of the United States’ largest video, high-speed Internet, and phone providers to residential customers under the Xfinity brand, and also provides these services to businesses. It also provides wireless and security and automation services to residential customers under the Xfinity brand. NBCUniversal is global and 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. Sky is one of Europe’s leading media and entertainment companies, connecting customers to a broad range of video content through its pay television services. It also provides communications services, including residential high-speed Internet, phone, and wireless services. Sky operates the Sky News broadcast network and sports and entertainment networks, produces original content, and has exclusive content rights. Visit www.comcastcorporation.com for more information.



###

Media Contact:

Julianne Phares, 505-218-0961

Julianne_phares@cable.comcast.com