

Comcast RISE Seeks New Mexico BIPOC-Owned, Small Businesses for Technology and Marketing Services Awards Program

Applications for the next round of Comcast RISE are due Friday, May 7

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Comcast RISE, a multi-year, multi-faceted initiative launched to help strengthen small businesses hard hit by COVID-19, is accepting applications through May 7. Black, Indigenous, and People of Color (BIPOC)-owned, New Mexico small businesses are encouraged to apply for the chance to receive consulting, media, and creative production services from Effectv, the advertising sales division of Comcast Cable, or technology upgrades from Comcast Business, based on their specific needs.

The program has provided technology makeovers and marketing services to nearly 2,500 BIPOC-owned small businesses. Comcast RISE launched in 2020 to give BIPOC-owned, small businesses, from bakeries and barber shops to childcare centers and cleaning services, the tools needed to not just survive, but thrive. Local BIPOC-owned small businesses are encouraged to review the eligibility details and apply at: www.comcastrise.com/apply/.

Since the program's inception, Comcast has announced seven New Mexico small businesses as Comcast RISE recipients. This includes Lotus Sound Bath, an alternative wellness business that leverages sound therapy for meditation and relaxation.

"We're so grateful to have received the Comcast RISE tech package," said Douglas Cardwell, owner of Lotus Sound Bath. "With it, we are able to offer virtual studio sessions, which help us continue to connect with the community and our clients."

Learn more about all Comcast RISE recipients in New Mexico [here](#).

A national **poll conducted by Small Business Majority** reveals the ongoing challenges BIPOC small business owners face due to the pandemic.

- About one-third of minority-owned businesses (32%) have had to cut employee hours
- Nearly one-quarter (24%) have temporarily closed their doors.
- One in four (18%) of Black and Latino business owners say they are likely to permanently close their business, compared to 14% of white small business owners.

Comcast RISE, which stands for "Representation, Investment, Strength and Empowerment," is part of a larger Diversity, Equity and Inclusion plan that Comcast **launched** last summer, which allocated \$75 million in cash and \$25 million in media over three years to fight injustice and inequality against any race, ethnicity, gender identity, sexual orientation or ability. Eligible businesses are able to apply for the following:

- **Marketing Services:** The following services from Effectv, the advertising sales division of Comcast Cable, and its creative agency, Mnemonic, are designed to help recipients with

their marketing and media campaigns, including:

- Media: A linear TV media campaign to run over a 90-day period.
- Creative Production: Turnkey 30-second TV commercial production, plus a media strategy consultation and 90-day media placement schedule.
- Consulting: Advertising and marketing consultations with local Effectv marketing, research and creative teams to gain insights on how to drive business.
- **Technology Makeovers:** The state-of-the-art equipment and technology upgrade from Comcast Business includes computer equipment as well as internet, voice and cybersecurity services for up to a 12-month period. (Taxes and other fees may still apply for technology makeover services.)

“Upon launching Comcast RISE late last year, we knew a profound need existed in many of the communities we serve. We have now seen firsthand how the program’s marketing and technology resources benefit the business owners who are working hard to rise above 2020, as well as their neighbors who share their commercial corridors, and their suppliers and customers up and down their resource chains,” said Chris Dunkeson, Area Vice President, Comcast. “While no single organization can solve historic and systemic inequities overnight, we are committed to taking tangible actions that can drive long-term impact and change.”

In addition, all applicants will receive a monthly Comcast RISE newsletter with educational content, and all small business owners can visit the Comcast RISE destination on the X1 platform, which features aggregated small business news, tips, insights and more. The destination is designed to help businesses grow by empowering them through inspiration and entertainment. Just say “Comcast RISE” into the X1 voice remote.

Visit www.ComcastRISE.com to apply, for more information and the latest updates.

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, 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.

About Comcast Business

Comcast Business offers Ethernet, Internet, Wi-Fi, Voice, TV and Managed Enterprise Solutions to help organizations of all sizes transform their business. Powered by an advanced network, and backed by 24/7 customer support, Comcast Business is one of the largest contributors to the growth of Comcast Cable. Comcast Business is the nation’s largest cable provider to small and mid-size businesses and has emerged as a force in the Enterprise market; recognized over the last two years by leading industry associations as one of the fastest growing providers of Ethernet services. For more information, call 866- 429-3085. Follow on Twitter @ComcastBusiness and on other social media networks at <http://business.comcast.com/social>.

About Effectv

Effectv, the advertising sales division of Comcast Cable, helps local, regional and national advertisers use the best of digital with the power of TV to grow their business. It provides multi-screen marketing solutions to make advertising campaigns more effective and easier to execute. Headquartered in New York with offices throughout the country Effectv has a presence in 66 markets with more than 30 million households with video service. For more information, visit www.effectv.com.

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