

FOR IMMEDIATE RELEASE

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Graduates of Innovative Technology Learning Program Honored Students at Mi Casa Resource Center wrap up participation in Comcast Digital Connectors

DENVER – On Saturday, July 17 from 11:30 a.m. to 1:30 p.m. Mi Casa Resource Center and Comcast will celebrate the graduation of Mi Casa’s inaugural class of Digital Connectors, a group of 12 youth from diverse, low-income backgrounds, who recently completed the 10-month digital literacy program. Mi Casa’s group of Digital Connectors – also known as the Digital Army for Good – will showcase what they learned about digital media and broadband technology with their families and friends, as well as explain how they have worked to put their knowledge to work for the betterment of their community.

The Comcast Digital Connectors program is an innovative effort being piloted in several cities across the county to involve youth in bridging the digital divide, or the gap – often along socioeconomic and generational lines – between those with access to digital technology and those without. During the program, Mi Casa’s Digital Connectors acquired advanced computer skills, including Cisco preparation for the CompTIA A+ certification, the standard for computer support technicians. The youth also organized two community service events, most recently a free computer clean-up day when the Digital Connectors worked on machines brought in by community members, ridding them of malware to improve processing speed.

The 12 Mi Casa Digital Connectors to be recognized on July 17 – six will receive certificates of completion and six will receive certificates of participation – are local youth ranging in age from 13 to 20. They come from different schools including West High, North High, and P.S.1 Charter School. In exchange for their hard work and time commitment, which averaged six hours per week for 10 months, the Digital Connectors have received a desktop computer and a USB drive. In recognition of their graduation, the Digital Connectors will receive a flip camera AND a netbook computer!

“We have encouraged our Digital Connectors to think about the program as a job, complete with important responsibilities, high expectations and tangible rewards,” said Andrea Herrera Moreno, Mi Casa’s Digital Connectors Program Coordinator.

Perla Jimenez, 19, participated in the program with her two younger brothers and will be recognized on July 17. “I’m a Digital Connector because I see myself as a leader to my younger siblings. I know that if I do something good they’ll want to follow in my footsteps,” Perla says.

Perla was named Mi Casa Digital Connector of the month in February 2010 and received the same honor nationally in March. Perla has been an enthusiastic participant in the Digital Connectors classes and service projects even as she gets ready to attend Community College of Denver in the fall. Perla is proud and excited to be the first person in her family to graduate high school - and in four years, she plans to be the first to graduate from college.

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (www.comcast.com) is one of the nation's leading providers of entertainment, information and communication products and services. With 23.5 million cable customers, 16.3 million high-speed Internet customers, and 7.9 million Comcast Digital Voice customers, Comcast is principally involved in the development, management and operation of cable systems and in the delivery of programming content. Comcast's content networks and investments include E! Entertainment Television, Style Network, Golf Channel, VERSUS, G4, PBS KIDS Sprout, TV One, 11 regional sports networks operated by Comcast Sports Group and Comcast Interactive Media, which develops and operates Comcast's Internet businesses, including Comcast.net (www.comcast.net). Comcast also has a majority ownership in Comcast-Spectacor, which owns two professional sports teams, the Philadelphia 76ers NBA basketball team and the Philadelphia Flyers NHL hockey team, and a large, multipurpose arena in Philadelphia, the Wachovia Center, and manages other facilities for sporting events, concerts and other events.

About Mi Casa Resource Center

Mi Casa is among the oldest and largest Latino-serving organizations in Colorado. Mi Casa was founded in 1976 by eight Head Start mothers in west Denver who understood that education and employment were essential for women to achieve personal and economic success. Mi Casa was established to create new opportunities for women and their children to succeed. For more than 30 years, Mi Casa has been committed to advancing the economic success of Latino and low-income families through business, career, and youth and family development strategies. For more information visit www.MiCasaResourceCenter.org.