



FOR IMMEDIATE RELEASE

Contact: Nicole Stephenson, Director of Marketing and Promotions, KYW Newsradio, 215-238-4967

**KYW NEWSRADIO & COMCAST
AWARD COMPUTER LAB TO TACONY POLICE ATHLETIC LEAGUE
*Center Receives Ten Dell Laptops***

PHILADELPHIA – October 22, 2013 –The Tacony Center of the Police Athletic League (PAL) received a brand new ten-piece laptop computer lab courtesy of KYW Newsradio and Comcast. KYW Newsradio and Comcast teamed up through community event efforts to educate the public about Comcast's Internet Essentials program, the nation's largest and most comprehensive broadband adoption program designed to bridge the digital divide.

KYW1060 listeners who attended these community events also had the opportunity to win a laptop computer. This marks the 14th year of KYW Newsradio and Comcast partnering to bring computers to individuals, schools and community centers in the Delaware Valley. The computer lab was presented to a group of children and supervisors of Tacony PAL on the evening of Monday, October 21st.

"By partnering with a community minded organization like Comcast for nearly fifteen years, it is gratifying to assist organizations like PAL who help make a difference in the community and the lives of local children," says Marc Rayfield, CBS Radio Philadelphia SVP and Market Manager. "With these laptops it will enhance our continued support in PAL's efforts throughout the year."

About 30 percent of Americans—many living below the poverty line— do not have Internet access at home, leaving them on the wrong side of the digital divide. Research consistently shows that the barriers to broadband adoption involve a complex mix of low digital literacy, perceived lack of relevance of online content, and the need for low-cost, good-quality computers and Internet service. Internet Essentials is intended to address all of these critical hurdles to broadband adoption.

"By leveling the playing field and giving low income kids the same tools as their peers, they will be able to compete in a 21st century technologically savvy environment," said Kathleen Sullivan, Vice President of Government Affairs at Comcast. "Comcast recognizes how important this is, and that's why we launched Internet Essentials to make it possible for kids to have the Internet available at home and purchase computer equipment at an affordable rate."

About KYW Newsradio

KYW Newsradio has been providing the Greater Philadelphia region with "All News. All the Time." since 1965. KYW Newsradio has become the news source that more than 1.5 million listeners tune to each week for the latest on local, national and international news; weather; sports, and traffic. The station is owned and operated by CBS RADIO. CBS RADIO, a division of CBS Corporation, is one of the largest major-market radio operators in the United States. The division operates 126 radio stations across 27 markets, including all of the Top 10. CBS RADIO also owns and operates WPHT-AM, WIP-AM, WIP-FM and WOGL-FM in Philadelphia.

For more information about Internet Essentials, call 1-855-8-INTERNET (1-855-846-8376) or visit www.internetessentials.com

#