



MEDIA ADVISORY

WHAT: In partnership with the City of West Palm Beach, **more than 400 Comcast employees and volunteers from throughout the county will be improving the community center in the historic neighborhood of Coleman Park on COMCAST CARES DAY.** At the same time across the country, more than 55,000 Comcast volunteers will be working in their communities on this ninth annual day of service; one of the largest corporate volunteer efforts in the nation.

Local volunteers will be planting more than 400 plants, spreading in excess of 200 cubic yards of mulch and gravel, painting the interior, and upgrading the center's television and computer room. Along with enhancements that highlight and honor the area's history, improvements will include a digital literacy lab with loaner laptops, new entertainment and reading resources for seniors, a commemorative baseball mural in the game room, and a butterfly garden that will be the project's show piece.

This year, COMCAST CARES DAY projects from the Treasure Coast to the Florida Keys have incorporated some aspect to benefit senior citizens. In the case of Coleman Park, the digital literacy lab and loaner laptop program are designed to facilitate and encourage digital literacy among members of the community center's *Smart C.A.T.S.* (Coleman Area Talented Seniors) program.

WHEN: **COMCAST CARES DAY – Saturday, April 24, 2010**
8:00 a.m. to 2:00 p.m. -- Photo opportunities throughout the day; presentations by dignitaries at approximately 1:00 p.m.; butterfly release to follow.

WHERE: **Coleman Park Community Center** - 1116 21st Street, West Palm Beach, 33405

WHO: City of West Palm Beach Mayor Lois Frankel, Commissioners Molly Douglas and Ike Robinson, and other local officials will be joining Comcast employees, family members and local volunteers. Assisting in the project will be Comcast's community partners: the Urban League of Palm Beach County, the Comcast Digital Connectors, the City of West Palm Beach's Northwood Youth Empowerment Center, and the Palm Beach County Explorers.

WHY: COMCAST CARES DAY is one tangible example of Comcast's year-round commitment to powering dreams and making a difference in the communities it serves. The company's hands-on day of service will provide a major impetus for the Coleman Park area's revitalization, promote digital literacy, and make the community center more functional for local children, seniors, families and community groups.

FOR MORE

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