**COMCAST CELEBRATES DIVERSITY IN OREGON/SW WASHINGTON, PROVIDES OPPORTUNITY FOR SMALL BUSINESSES OWNED BY WOMEN AND PEOPLE OF COLOR**

**Portland, OR. – JUNE 1, 2022** – The deadline to apply for the next round of Comcast RISE awards is June 17th. Comcast RISE is a multi-year, multi-faceted initiative launched to strengthen small businesses hard hit by COVID-19. Oregon/SW Washington small businesses owned by people of color and women 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 makeovers from Comcast Business, based on their specific needs.

According to a 2020 [study](https://cdn.www.nwbc.gov/wp-content/uploads/2020/12/21113833/pdf/NWBC-2020-Annual-Report-Final.pdf) by the National Association of Women Business Owners, 42% of businesses in the U.S. are owned by women, with more than 1,800 new businesses being started every day. That’s nearly five times the national average. However, according to the same study, women-owned businesses are growing at only half the rate of those run by men, namely because women struggle to access capital and other resources to help them succeed. Additionally, according to [the United States Census](https://www.census.gov/newsroom/press-releases/2021/characteristics-of-employer-businesses.html), in 2019, more than 1 million employer businesses in the United States were minority-owned.

Since the program’s inception, Comcast announced nearly 50 Oregon/SW Washington small businesses as Comcast RISE recipients. Royalty Spirits, a Portland-based adult beverage business owned by entrepreneur Chaunci King, received a customized technology makeover from Comcast RISE. “The State of Oregon loosened some of the laws about selling online, so we started to use social media for our marketing and Comcast RISE provided us the equipment, service, and phone lines we need to thrive.”

Comcast RISE, which stands for Representation, Investment, Strength, and Empowerment, is part of [Project UP](https://corporate.comcast.com/impact/project-up), Comcast’s comprehensive initiative to advance [digital equity](https://corporate.comcast.com/impact/digital-equity) and help provide underrepresented small business owners with access to the digital tools and funding they need to thrive. Over the next 10 years, Comcast is committing $1 billion to programs, like Comcast RISE, and partnerships to reach an estimated 50 million people with the skills, opportunities, and resources they need to succeed in an increasingly digital world.

In its first year alone, Comcast RISE provided more than $60 million in grants, marketing, and technology services to more than 6,700 small businesses owned by people of color - including Black, Indigenous, Hispanic, and Asian Americans.

More information and the applications to apply for marketing and technology services are available at [www.ComcastRISE.com](http://www.comcastrise.com/).

**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 57 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 a suite of Connectivity, Communications, Networking, Cybersecurity, Wireless, and Managed Solutions to help organizations of different sizes prepare for what’s next. Powered by the nation’s largest Gig-speed broadband network, and backed by 24/7 customer support, Comcast Business is the nation’s largest cable provider to small and mid-size businesses and one of the leading service providers to the Enterprise market. Comcast Business has been [consistently recognized](https://business.comcast.com/enterprise/awards) by industry analysts and associations as a leader and innovator, and one of the fastest growing providers of Ethernet services.  For more information, call 866-429-3085. Follow on Twitter [@ComcastBusiness](https://twitter.com/comcastbusiness) and on other social media networks at [http://business.comcast.com/social](https://business.comcast.com/about-us/social-media).

**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 nearly 35 million owned and represented subscribers. For more information, visit [www.effectv.com](http://www.effectv.com).

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