

## Representation. Investment. Strength. Empowerment.

Independent small businesses are the backbone of our communities. Comcast RISE is a multi-year initiative created to help strengthen and empower small businesses hard hit by COVID-19. Comcast RISE, or Representation, Investment, Strength and Empowerment, brings together resources from Comcast Business and Effectv to help empower underrepresented business owners with the tools, expertise and resources needed to navigate through the economic effects of the pandemic. By the end of 2022, Comcast will award 13,000 small businesses across the country with monetary grants, marketing services and technology makeovers from Comcast RISE.

**Selected businesses could receive one or more of the following business services:**



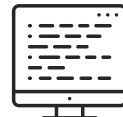
Consulting



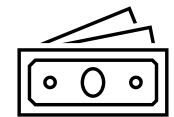
Media



Creative Production



Technology Makeover



Grant

## Actions to take...

1. Learn more on [ComcastNow](#) and in the [FAQ](#)
2. Know a business that could benefit and should apply?
  - Use the [email template](#) and [flyer](#) to promote Comcast RISE
  - Direct interested businesses to [ComcastRISE.com](#) to apply or view the official rules at [ComcastRISE.com/legal](#)
3. If you decide to show your support on social media, you can use the suggested [graphics](#) and text below:

### Shorter (ideal for Twitter):

- #ComcastRISE turns 1! Join me in celebrating @Comcast's initiative to help support underrepresented small business owners, including the program's latest expansion in 2022 to all women-owned businesses nationwide: [\[LINK\]](#)
- Cheers to one year of #ComcastRISE! Learn about @Comcast's mission to help provide underrepresented small business owners with the tools and funding needed to thrive: [\[LINK\]](#)

### Longer (ideal for Facebook and LinkedIn):

- Last year, @Comcast launched #ComcastRISE to help reach and support small business owned by people of color who were most affected by the pandemic. Now, the program is celebrating a year's worth of support, success, and signs that this is just the beginning of all this initiative is capable of. Learn more about RISE, its latest milestone, and Comcast's plans to expand the initiative in 2022: [\[LINK\]](#)

4. Check out the [list of recipients](#) in your area and show your support!
5. Download the [Comcast RISE Teams Background](#) to spread the word internally