



COMCAST HIGHLIGHTS IMPACT OF PARTNERSHIP WITH READWEST DURING DIGITAL INCLUSION WEEK

Digital inclusion is on full display through Comcast-supported digital literacy programming and educational initiatives at ReadWest, a nonprofit digital literacy agency in Rio Rancho

FOR IMMEDIATE RELEASE

Media Contact: Kyle Biederwolf, Kyle_biederwolf@comcast.com

[Rio Rancho, October 7, 2025] – Comcast is celebrating Digital Inclusion Week (Oct. 6-10) by recognizing its partnership with [ReadWest](#), which provides adult education, digital literacy and digital workforce training classes. Comcast has partnered with ReadWest for the last several years, supporting programs that boost digital inclusion for adult learners in Rio Rancho and beyond.

National Digital Inclusion Week, spearheaded by the National Digital Inclusion Alliance (NDIA), is an annual, nationwide recognition event dedicated to raising awareness about digital literacy and the vital importance of inclusion in our increasingly digital world. This week-long event showcases the collective efforts to bridge the digital divide across the country and highlights impactful work underway to ensure everyone has access to technology and the internet.

“I can’t think of a better way to celebrate Digital Inclusion Week than highlighting the important work of our community partner, ReadWest, which is bringing 21st-century digital learning directly to students from all walks of life,” said Kyle Biederwolf, External Affairs Manager at Comcast. “At Comcast, our mission is more than just expanding networks – it’s about engaging with the communities we serve and supporting programs that will continuously help bridge the digital divide. ReadWest is doing just that, which is why they are such an invaluable partner to ensure we’re elevating programs and digital tools that will help community members get ahead and succeed in their daily lives.”

Part of Comcast’s investment in local nonprofit partners like ReadWest is to provide [Lift Zones](#), which offer free Internet access for students and families to learn. Lift Zones are equipped with fast, reliable Wi-Fi and provide hundreds of hours of free educational and digital skills content to support online learning.

“Digital inclusion means that everyone, especially disadvantaged or underserved individuals and communities, has equitable and meaningful access to digital technologies and opportunities,” said Cyndy Ratliff, Executive Director, ReadWest. “Here at ReadWest, digital inclusion is at the heart of everything we do. Comcast recognizes the importance of digital inclusion and steadfastly supports our programming, which is boosting digital opportunity every day. Without Comcast’s Lift Zone and their support of our digital literacy programming, we wouldn’t be able to make the kind of impact

that we do daily. Their partnership allows us to continue expanding our initiatives and provide more adult students with access to educational resources.”

With the help of Comcast’s Life Zone, ReadWest offers a variety of classes to students, including an introductory class on computer literacy where students can learn about online job applications, how to develop resumes and cover letters, email, social media, and general workforce training skills. ReadWest also offers an intermediate class on computer safety and security, as well as a class on financial literacy. With free internet service, a computer lab, and informative digital learning classes, ReadWest is helping students from all backgrounds – including many international students – gain the skills they need to succeed in the 21st-century classroom and workforce.

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company. From the connectivity and platforms we provide, to the content and experiences we create, our businesses reach hundreds of millions of customers, viewers, and guests worldwide. We deliver world-class broadband, wireless, and video through Xfinity, Comcast Business, and Sky; produce, distribute, and stream leading entertainment, sports, and news through brands including NBC, Telemundo, Universal, Peacock, and Sky; and bring incredible theme parks and attractions to life through Universal Destinations & Experiences. Visit www.comcastcorporation.com for more information.

###