



NEWS RELEASE

# Comcast RISE to Award 100 Small Businesses in the Greater Richmond Region with Packages Totaling \$500,000 in Monetary Grants, Marketing and Technology Resources, and More

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Now in its fourth year, Comcast RISE has awarded 13,500 small businesses nationwide over \$125 million in monetary, marketing, and technology grants to date

RICHMOND, Va.--(BUSINESS WIRE)-- Today, Comcast announced a new round of 100 businesses in Richmond, Virginia will receive comprehensive grant packages that include business coaching sessions, education resources, a \$5,000 monetary grant, creative production, media schedules, and technology makeovers. Comcast RISE is committed to supporting the growth of all small businesses, while advancing the objectives of diversity, equity and inclusion, as well as community investment. The program is built to help businesses and their communities thrive with a focus on economic growth.

Beginning on May 1, and through May 31, eligible businesses in Richmond can apply for a grant package at [www.ComcastRISE.com](http://www.ComcastRISE.com). A total of 100 grants per city, or 500 grants overall, will be announced in August 2024, bringing the total number of recipients to 14,000.

"Small businesses are the lifeblood of Richmond's past, present and future," said Richmond Mayor Levar Stoney. "We're thrilled to have the Comcast RISE program returning to our great city and want to thank Comcast for its continued investment in our small business community."

Comcast RISE was created in November 2020 to help small businesses hardest hit by COVID-19, from bakeries and barber shops to childcare centers and cleaning services, by providing the grants needed to survive and recover.

“As a former Comcast RISE recipient, I know just how impactful this grant package will be in helping Richmond small business owners grow,” said Joye B. Moore, Founder of JOYEBELLS, a family-run business based in Richmond whose tasty desserts are quickly expanding to new locations across the country. “Thanks to our TV commercial being placed into rotation with the grant we received through Comcast RISE, we really boosted our awareness in Richmond and beyond, which helped play a crucial role in the successful launch of our food products in more than 2,100 stores nationwide.”

The program has evolved from helping businesses survive the pandemic, to helping businesses and their communities thrive with a focus on economic growth.

Grant packages will include:

**COACHING SESSIONS** – Business assessment and coaching that provide business owners with recommendations on how to help grow their businesses.

**EDUCATION RESOURCES** – 12-month access to online entrepreneurship courses, learning modules and resources for small business owners.

**MONETARY GRANT** – \$5,000 monetary grant.

**CREATIVE PRODUCTION & MEDIA** – Professionally produced 30-second TV commercial, a 180-day linear media schedule, and a media strategy consultation. (Taxes and other fees may apply for production and media services.)

**TECHNOLOGY MAKEOVER** – Computer equipment and Internet, Voice and Cybersecurity services for 12 months. (Taxes and other fees may apply for tech makeover services.)

In addition, any small business owner can visit the Comcast RISE destination on X1 featuring aggregated small business news, tips, insights, and more. Just say “Comcast RISE” into the voice remote.

“We’ve seen the tremendous impact of Comcast RISE on entrepreneurs nationwide since the program launched in late 2020, and we’re excited to deepen our commitment to the small business community in Richmond,” said Ray Roundtree, Senior Vice President of Comcast’s Beltway Region.

Comcast RISE is part of **Project UP**, the company's \$1 billion commitment to advance digital equity through programs and community partnerships that connect people to the Internet, advance economic mobility and open doors for the next generation of innovators, entrepreneurs, storytellers and creators.

More information and the applications to apply for the grant program are available at [www.ComcastRISE.com](http://www.ComcastRISE.com).

### 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](http://www.comcastcorporation.com) for more information.

### About Comcast Business

Comcast Business offers a broad suite of technology solutions to keep businesses of all sizes ready for what's next. With a range of offerings including connectivity, secure networking, advanced cybersecurity, and unified communications solutions, Comcast Business is partnering with business and technology leaders across industries and integrating Masergy, a leader in software defined networking, to help drive businesses forward. Backed by a next-generation network, Comcast Business has been recognized for its growth, innovation, and leadership in global secure networking. For more information, visit [www.business.comcast.com](http://www.business.comcast.com) or call 800-501-6000. Follow on Twitter [@ComcastBusiness](https://twitter.com/ComcastBusiness) and on other social media networks at <http://business.comcast.com/social>.

### 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 multiscreen 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 30 million owned and represented subscribers. For more information, visit [effectv.com](http://effectv.com).

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