



**GOODWILL AND COMCAST HOLD FREE E-WASTE AND TV RECYCLING RALLY
APRIL 24 - AS PART OF COMCAST'S VOLUNTEER ACTIVITIES ON COMCAST CARES DAY**

Recycling Televisions, Computers and Cell Phones Safeguards the Environment from Hazardous Materials

Albuquerque – (April 15, 2010) – Goodwill Industries of New Mexico and Comcast have teamed up to host a **FREE E-WASTE AND TV RECYCLING RALLY** in conjunction with Comcast Cares Day on Saturday, April 24. The free residential recycling event will be held from 9 a.m. to 1 p.m. at the Goodwill location on San Mateo, just north of Montgomery Boulevard NE. Residents are invited to bring their unwanted televisions, monitors, computers and personal electronics to the free recycling event.

“We are excited to partner with Comcast on Comcast Cares Day for the recycling rally” said Mary Best, President and CEO of Goodwill. “This rally is a great benefit to our donors, Goodwill and the environment.”

“Goodwill is a great partner for this Comcast Cares Day event. We’re not only keeping hazardous waste used to manufacture computers out of our landfills, we’re helping Goodwill fund its many training programs through its participation in Dell’s national recycling program,” said Tom Kinney, Vice President and General Manager for Comcast in New Mexico.

Comcast also wanted to provide an opportunity for residents to properly dispose of their old TVs. Most TV recyclers charge a \$15 to \$20 fee to recycle televisions because of the cost and labor involved in dismantling them and properly disposing of the toxins and other materials.

“Comcast wanted to provide a free and convenient way for people to properly dispose of their unwanted TVs by recycling them. As people upgrade to bigger and better televisions, including high definition televisions, they are looking for ways to get rid of their old sets,” said Kinney.

For this e-waste recycling event only, Goodwill will be accepting televisions and Comcast will be covering the television recycling costs.

In 2009, Goodwill joined Dell computer’s national recycling program and now accepts used computer equipment and accessories on a year-round basis. Since the partnership with Dell was formed, Goodwill has helped to recycle 206 tons of e-waste, keeping these items out of New Mexico’s landfills.

Residential items that will be accepted for recycling, in any condition:

- Televisions
- Computers and Monitors
- Printers
- Cell Phones
- Personal Electronics
- Small Appliances
- VCRs
- DVD Players
- Stereo Equipment

Please note: Full-size appliances will not be accepted at this recycling event.

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Saturday, April 24, marks Comcast's ninth "Comcast Cares Day." At the same time across the country, more than 55,000 Comcast volunteers will participate in this annual day of service, which is one of the largest single days of corporate volunteer efforts in the country. Comcast Cares Day is one way that Comcast helps to power dreams and demonstrate a year-round commitment to making a difference in the communities it serves.

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About Goodwill Industries of New Mexico

Goodwill Industries of New Mexico was founded in 1941 with the mission to provide skill development, work opportunities and career-building services to people with barriers to employment. Goodwill defines barriers as learning disabilities, physical challenges, developmental disabilities, homeless or near homeless, extended absence from the workforce, felony history, substance abuse, domestic violence, lack of work history, transportation issues and childcare issues to name a few. Goodwill provides a wide array of programs and services to individuals in the community which help them become independent and find dignity through the power of work. Programs and services are funded by generous donations of clothes and other household items, which are sold in ten retail stores, a clearance corner and online at www.shopgoodwill.com.

For more information about Goodwill and its programs, call 881-6401 or visit www.goodwillnm.org.

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (www.comcast.com) is one of the nation's leading providers of entertainment, information and communication products and services. With 23.6 million cable customers, 15.9 million high-speed Internet customers, and 7.6 million Comcast Digital Voice customers, Comcast is principally involved in the development, management and operation of cable systems and in the delivery of programming content.

Comcast's content networks and investments include E! Entertainment Television, Style Network, Golf Channel, VERSUS, G4, PBS KIDS Sprout, TV One, 11 regional sports networks operated by Comcast Sports Group and Comcast Interactive Media, which develops and operates Comcast's Internet businesses, including Comcast.net (www.comcast.net). Comcast also has a majority ownership in Comcast-Spectacor, which owns two professional sports teams, the Philadelphia 76ers NBA basketball team and the Philadelphia Flyers NHL hockey team, and a large, multipurpose arena in Philadelphia, the Wachovia Center, and manages other facilities for sporting events, concerts and other events.

For more information on Comcast's volunteer and community investment initiatives, visit <http://www.comcast.com/inthecommunity>.

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