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LIGHT UP NIGHT TO BE EVEN BIGGER AND BRIGHTER THIS YEAR THANKS TO COMCAST

* COMCAST NEW TITLE SPONSOR FOR PITTSBURGH’S BELOVED HOLIDAY SEASON KICK-OFF
* SPONSORSHIP REFLECTS COMCAST’S EXPANDING COMMITMENT TO THE PITTSBURGH REGION

Downtown Pittsburgh – Pittsburgh’s 56th annual Light Up Night will be bigger and brighter, thanks to new title sponsor Comcast, as announced today by the Pittsburgh Downtown Partnership (PDP), which produces this beloved event that heralds the start of the holiday season. Slated for Friday, November 18 in Downtown Pittsburgh the event is now officially renamed Comcast Light Up Night and will have the Comcast logo embedded within the event logo itself as part of a multi-year agreement between PDP and Comcast.

“Comcast is proud to support one of the region’s most beloved holiday traditions,” said Christine Whitaker, senior vice president for Comcast’s Keystone Region. “Light Up Night exemplifies Pittsburgh’s sense of community and brings us all together in a way few events do. This is a natural partnership, as Pittsburgh is home to our regional headquarters and, like Comcast, is focused on innovation. We look forward to continuing the evolution of this wonderful event with the Pittsburgh Downtown Partnership.”

Among the changes this year, Comcast Light Up Night will allow for an additional stage to feature a national recording artist as well as the addition of special interactive elements. Details of all entertainment and activities will be announced at PDP’s annual Downtown holiday season press conference on Thursday, November 3.

“We are thrilled to welcome a new title sponsor to Comcast Light Up Night,” said Jeremy Waldrup, President and CEO of the Pittsburgh Downtown Partnership. “Over the last several years, we have been working to expand the event into a celebration that complements its traditional attractions with fresh and more diverse entertainment and activities. Comcast is the perfect partner given their commitment to our community and providing Pittsburgh with the innovative technology needed to be a truly connected City in the 21st century."

More than 1,500 Comcast employees call the Pittsburgh region home. Comcast has continually invested in its network and in the communities where employees, customers, families and friends live, work and play, partnering with individuals and organizations whose leadership empowers our communities to move forward.

More than just a cable company, Comcast is shaping the future at the intersection of innovation, media and technology. As the nation’s largest Internet provider and an industry speed leader in both residential and business services, Comcast’s investment in Pittsburgh continues to help fuel regional growth.

About the Pittsburgh Downtown Partnership  
Pittsburgh Downtown Partnership (PDP) is a dynamic, nonprofit organization comprised of business and community leaders, property owners, civic organizations, foundations and residents who provide energy, vision and advocacy for Downtown Pittsburgh. Working collaboratively with its partners, the PDP strives to create a positive Downtown experience for residents, workers and visitors alike. The PDP’s strategic initiatives include clean and safe services, transportation, and economic development and advocacy. For more information, visit www.DowntownPittsburgh.com, follow us on Twitter at http://twitter.com/downtownpitt and “like” us on Facebook.

About Comcast Cable  
Comcast Cable is one of the nation's largest video, high-speed Internet and phone providers to residential customers under the XFINITY brand and also provides these services to businesses. Comcast has invested in technology to build an advanced network that delivers among the fastest broadband speeds, and brings customers personalized video, communications and home management offerings. Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company. Visit www.comcastcorporation.com for more information.