



**FOR IMMEDIATE RELEASE**

**C-SPAN Contact:**

**Rachel Katz, 202-309-3358**

[rkatz@c-span.org](mailto:rkatz@c-span.org)

**Comcast contact**

**Walter Neary, 509-755-4670 x44660**

[walter\\_neary@cable.comcast.com](mailto:walter_neary@cable.comcast.com)

**COMCAST BRINGS NEWLY LAUNCHED C-SPAN DIGITAL BUS TO SPOKANE**

*Students and teachers invited to learn about public affairs through interactive multimedia*

WASHINGTON (**April 7, 2011**) –The C-SPAN Digital Bus will visit Spokane on its national tour with two stops in the area. During the stops, students and teachers will have the opportunity to tour the Digital Bus and learn about C-SPAN’s public affairs programming.

Launched in June 2010, C-SPAN’s new customized coach is engaging visitors of all ages through interactive multimedia. Digital Bus visitors are experiencing C-SPAN’s unique public affairs content across high-tech platforms such as HD-TV, the internet, and radio, encouraging customers to follow “Washington, your way.” Hands on demonstrations feature the C-SPAN Video Library and the network’s social media offerings and there are special resources for civics teachers and their students.

**Tuesday, April 12, 2011**

**Lewis and Clark High School 12pm – 3pm**

**521 West Fourth Ave, Spokane, WA 99204**

**Boys and Girls Club – Mead 3:45pm – 5:30pm**

**12509 N. Market St., Spokane, WA 99021**

The Digital Bus is designed to provide interactive, self guided multimedia tours demonstrating C-SPAN’s programming via varied distribution platforms to all visitors, including:

- TV monitors to demonstrate the C-SPAN Networks in both standard and high definition.
- Computer kiosks to demonstrate C-SPAN’s many web offerings including the Video Library.
- Laptops and mobile application devices to demonstrate C-SPAN’s social media presence and radio offerings.

The C-SPAN Digital Bus was launched in June of 2010, however, this year also marks the bus program’s eighteenth year on the road. The C-SPAN Digital Bus and crew travel the country, producing programs, and promoting civic engagement through education.

On Comcast cable in Spokane C-SPAN can be seen on channel 27, C-SPAN2 on channel 28, and C-SPAN3 on channel 150.

### **About C-SPAN**

C-SPAN was created by America's cable companies in 1979 as a public service and programs three public affairs television networks (C-SPAN, C-SPAN2 and C-SPAN3); C-SPAN Radio, a Washington, D.C. public affairs radio station distributed by XM Satellite Radio; and a video-rich website which hosts the C-SPAN Video Library. Visit [www.c-span.org](http://www.c-span.org).

### **About Comcast Corporation**

Comcast Corporation (Nasdaq: CMCSA, CMCSK) ([www.comcast.com](http://www.comcast.com)) is one of the nation's leading providers of entertainment, information and communications products and services. Comcast is principally involved in the operation of cable systems through Comcast Cable and in the development, production and distribution of entertainment, news, sports and other content for global audiences through NBCUniversal. Comcast Cable is one of the nation's largest video, high-speed Internet and phone providers to residential and business customers. Comcast is the majority owner and manager of NBCUniversal, which owns and operates entertainment and news cable networks, the NBC and Telemundo broadcast networks, local television station groups, television production operations, a major motion picture company and theme parks.

Comcast has about 3,200 Washington employees, including 1,000 local customer service representatives in three call centers, who serve more than 1.1 million customers in Washington. For more information, visit <http://www.comcastinwashingtonstate.com>.

### **About the C-SPAN Digital Bus**

In June 2010 the C-SPAN Digital Bus was launched to showcase cutting edge technologies and update C-SPAN's community outreach within the eighteen year Bus program. In 1993, C-SPAN launched its Bus program as a way to bring the world of public affairs into schools and communities nationwide. Working with cable television partners across the nation, C-SPAN's bus program has visited students, teachers, and citizens in all 50 states to discuss public affairs, C-SPAN's programming and free educational resources. In May 2010, after traveling more than a million miles, the two original C-SPAN buses were retired from service, and the C-SPAN Digital Bus was launched.

Visit [www.c-span.org/bus](http://www.c-span.org/bus) for scheduling and other information on the C-SPAN Digital Bus.