



## FOR IMMEDIATE RELEASE

### **STANDING AS ONE WITH THE ASIAN AMERICAN COMMUNITY** *Asian Pacific Fund, Comcast NBC Universal, NBC Bay Area & Telemundo 48 launch Solidarity Fund to stand up to hate against Asian Americans*

SAN FRANCISCO, February 22, 2021 — While the devastating impact of COVID-19 has taken its toll on all communities, Asian Americans have been hit particularly hard as the pandemic has mutated into a virus of hate, harassment and violence. In response to the most recent attacks against the elderly, Comcast, NBC Bay Area, Telemundo 48 and the Asian Pacific Fund have launched a Solidarity Fund with an initial investment of \$100,000. The fund will provide grants to organizations working to address the persistent anti-Asian sentiment, including supporting the physical and mental health of survivors, ensuring the safety of seniors, and advocating for racial justice across racial lines.

The Asian community has been targeted since the start of the pandemic and cases have exploded in the Bay Area and beyond:

- Nearly 3,000 incidents of Asians being harassed, spit on and stabbed were reported nationwide last year, including over 700 in the Bay Area
- According to New York Magazine, over the course of the pandemic, racist and violent attacks on the Asian community have increased by 1,900 percent
- In the span of just one week this month, four Asian seniors were killed or severely injured by violent attacks, three of whom live in the Bay Area

“At Comcast, we believe in creating a more equitable, just and inclusive society,” said John Gauder, Regional Senior Vice President, Comcast California. “We stand in solidarity with our diverse communities, especially in times of need. We are proud to partner with the Asian Pacific Fund and NBC Bay Area and Telemundo 48 to establish the Solidarity Fund to support and strengthen our Asian community and bring an end to the heartbreaking violence against the community.”

“As we all witness the devastating attacks on our Asian American local community and nationwide, we refuse to be bystanders and are committed to help stop the hate,” said Stacy Owen, President and General Manager of NBC Bay Area and Telemundo 48. “We thank Comcast NBC Universal and the Asian Pacific Fund for joining us in this united effort to stop these horrific attacks and help the survivors heal.”

The Asian Pacific Fund has been tracking the impact of the COVID-19 pandemic on the Asian and Pacific Islander community through its 80+ nonprofit affiliates that provide an array of services to those at risk. Anti-Asian sentiment is only one of the many challenges faced by the community. Asians and Pacific Islanders have had higher rates of fatality, higher rates of unemployment and high rates of closure for Asian American small businesses. In the past year, the Asian Pacific Fund mobilized more than \$1.27M for nonprofits’ COVID-19 response efforts.

According to Audrey Yamamoto, Asian Pacific Fund President & Executive Director, “Comcast, NBC Bay Area and Telemundo 48 have always been among our most generous partners. We are grateful to see them play such a critical leadership role in not just raising awareness, but also providing support, to address the recent rise in anti-Asian racism.”

To contribute to the Solidarity Fund or explore other ways to get involved, please visit the Fund's website at [asianpacificfund.org/solidarity](http://asianpacificfund.org/solidarity).

### **About Comcast Corporation**

Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company with three primary businesses: Comcast Cable, NBCUniversal, and Sky. Comcast Cable is one of the United States' largest video, high-speed Internet, and phone providers to residential customers under the Xfinity brand, and also provides these services to businesses. It also provides wireless and security and automation services to residential customers under the Xfinity brand. NBCUniversal is global and operates news, entertainment and sports cable networks, the NBC and Telemundo broadcast networks, television production operations, television station groups, Universal Pictures, and Universal Parks and Resorts. Sky is one of Europe's leading media and entertainment companies, connecting customers to a broad range of video content through its pay television services. It also provides communications services, including residential high-speed Internet, phone, and wireless services. Sky operates the Sky News broadcast network and sports and entertainment networks, produces original content, and has exclusive content rights. Visit [www.comcastcorporation.com](http://www.comcastcorporation.com) for more information.

### **About NBC Bay Area / KNTV**

Owned by NBCUniversal, NBC Bay Area / KNTV is the Bay Area's investigative station located in the heart of Silicon Valley. The station is committed to providing continuous, in-depth journalism with unique personalities. Along with broadcasting NBC's award-winning daytime, prime-time and late night programming, NBC Bay Area produces more than 32 hours of news programming each week. The station can be seen locally on Comcast 3 and 703 and over-the-air on 11. COZI TV, the station's digital network, offers a full schedule of America's most beloved and iconic television series, hit movies and original programming. COZI TV can be seen locally on Comcast 186 and over-the-air on 11.3.

### **About Telemundo Telemundo 48 / KSTS**

Telemundo 48 / KSTS is Telemundo's local television station serving the Spanish-speaking community throughout the Bay Area. Owned by NBCUniversal, the station is committed to providing viewers with breaking news and in-depth journalism with their award-winning team of reporters, offering the most up-to-date local news, weather, sports and entertainment headlines through a variety of platforms, including online at [TelemundoAreadelaBahia.com](http://TelemundoAreadelaBahia.com) and via mobile and social media channels.

### **About Asian Pacific Fund**

The Asian Pacific Fund is a San Francisco-based community foundation dedicated to improving the lives of Asian and Pacific Islander communities in the Bay Area. The Fund mobilizes philanthropic giving from donors, supports organizations that serve the most vulnerable and raises awareness about pressing community needs. For more information about the Fund, please visit: [www.asianpacificfund.org](http://www.asianpacificfund.org).

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