



Comcast Cable  
789 International Parkway  
Sunrise, FL 33325  
Office: 954.514.8610  
Wireless: 954.444.5721  
www.comcast.com

August 12, 2011

Ann Murray  
Broward County Public School Board  
600 SE Third Ave  
Ft. Lauderdale, FL 33301

I hope this letter finds you well as summer break draws to a close and students prepare to return to their studies.

Over the summer, we have been communicating with the School District, community based organizations, local, state and federal leaders, parents and students regarding Internet Essentials<sup>SM</sup>, an important new program designed to help increase broadband adoption and digital literacy among students and their families. Internet Essentials is the first program to address all three of the primary barriers to broadband adoption that research has identified:

- The cost of internet service;
- The cost of a home computer; and
- A lack of understanding of how the Internet is relevant and useful.

We know that today the Internet is an essential part of a child's education. For students, the Internet is a dictionary, encyclopedia, library, and tutor all rolled into one. For their teachers, it provides new tools and resources without adding new budget items. For families, the Internet allows them to participate in their child's education. Thus in many ways, the Internet is a great equalizer. So as school begins, I want to remind you about our comprehensive broadband adoption experiment geared towards households with children receiving free school lunches under the National School Lunch Program, and encourage you to promote this unique opportunity in the communities you serve.

While participating in Internet Essentials, families receive:

- Fast home Internet for just \$9.95 a month + tax;
- No price increases, no activation fees, or equipment rental fees;
- A low-cost computer available at initial enrollment for just \$149.99 + tax; and
- Access to free Internet training - online, in print and in classroom.

Families are eligible to participate in the Internet Essentials program if they live where Comcast offers Internet service; have at least one child receiving free school lunches through the NSLP; have not subscribed to Comcast Internet service within the last 90 days; and do not have an overdue Comcast bill or unreturned equipment.

To access free materials or get additional information, please visit [internetessentials.com/partner](http://internetessentials.com/partner) and sign up. We thank you for your partnership as we roll out this ambitious and comprehensive broadband adoption program.

Please don't hesitate to contact me with any questions, or to share ideas regarding how we can partner together to get more families online.

Sincerely,

Klayton F. Fennell