

**COMCAST-SPECTACOR TO ASSIST IN HURRICANE SANDY RELIEF EFFORTS  
WITH SUPPLY DRIVE AND FUND RAISER AT XFINITY LIVE! PHILADELPHIA ON  
NOVEMBER 7**

*Company to Also Host "Sips for the Shore" on November 3*

**Philadelphia, PA – November 2, 2012** – In an effort to assist the Greater Philadelphia Region in Hurricane Sandy relief efforts, Comcast-Spectacor, the Philadelphia-based sports and entertainment firm, is conducting a City-wide collection of much-needed supplies to aid those in need at XFINITY Live! Philadelphia on Wednesday, November 7 beginning at 6 a.m.

The Salvation Army, who will be on-site, will immediately distribute these products into the community. According to the Salvation Army, the most needed supplies are bottles of water and gift cards to Wal-Mart. Those who donate supplies on Wednesday will receive a 20% discount on any item they purchase in the venue.

There will also be a "Sips for the Shore" fundraising event at XFINITY Live! on Saturday, November 3 from 11 a.m. until close. A portion of the proceeds from this event will be donated to the Salvation Army, who will direct these funds specifically to the Jersey Shore region, most effected by Hurricane Sandy.

"Hurricane Sandy: Coming Together", hosted by NBC "Today" anchor Matt Lauer broadcasted from the New York studios of NBC at 30 Rockefeller Plaza will be shown on the 32-foot Sony High Definition screen on November 2 from 8 p.m. until 9 p.m. Bruce Springsteen and Jon Bon Jovi of New Jersey and Billy Joel of Long Island are scheduled to appear. The event will also feature performances by Christina Aguilera and Sting, as well as appearances by Jimmy Fallon and NBC News' Brian Williams. Money collected during the telecast will be donated to the American Red Cross.

XFINITY Live! Philadelphia is a dining and entertainment district centered in the heart of the South Philadelphia Sports Complex. The one-of-a-kind venue features over a dozen restaurant and entertainment choices, including six main venues: Broad Street Bullies Pub, PBR Bar & Grill (Professional Bull Riders), Philly MarketPlace, Spectrum Grill, Victory Beer Hall and the first-ever NBC Sports Arena. XFINITY Live! is a joint partnership between Philadelphia-based Comcast-Spectacor and Baltimore-based The Cordish Companies.

Since its inception Comcast-Spectacor Charities (ComcastSpectacorCharities.org), which encompasses Flyers Charities and Global Spectrum Charities, has contributed \$25 million to charity. The funds raised from the Flyers Charities Halloween 5K Fun Run & Walk and other initiatives of Comcast-Spectacor Charities help support hundreds of non-profit organizations throughout the Greater Philadelphia Region, including the Ed Snider Youth Hockey Foundation. Comcast-Spectacor Charities prides itself on helping support not just one but a multitude of worthy non-profit organizations that benefit everything from important health care initiatives such as heart health and stroke and cancer awareness to various youth recreation programs and plenty more. If it matters in your community, it's important to Comcast-Spectacor!

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**CONTACT:**

**Rebecca Goodman - November 2, 2012**

**[215.952.5730](tel:215.952.5730)**