EXPERIENCE C-SPAN’S CAMPAIGN 2012 BUS IN MEMPHIS ON TUESDAY FEBRUARY 7 IN PARTNERSHIP WITH COMCAST

The C-SPAN Bus hits the road for Campaign 2012 tour

WASHINGTON (February 1, 2012) – Memphis residents will join the thousands who have toured the C-SPAN Campaign 2012 Bus when it stops in Memphis on Tuesday, February 7, 2012, on its “Road to the White House” tour, named after C-SPAN’s signature political program.

The Campaign 2012 Bus travels the country to promote and enhance C-SPAN’s extensive resources and political coverage by stopping at major political events such as candidate debates and speeches in early primary states and meeting with voters on the campaign trail. Additionally, the Bus will tour state capitals, visit community events, and host students and teachers around the nation, giving them an inside look at C-SPAN’s comprehensive educational and political resources.

“With the presidential campaign heating up, this is a great time for C-SPAN to hit the road with the Campaign 2012 Bus,” said Jennifer Curran. “C-SPAN offers a variety of public affairs programming and resources for educators, students, first-time voters, and the general public. We hope they come on board and check out our interactive, Campaign 2012 Bus.”

Visitors will learn about the following programming and resources via HD TVs, touch screen computers, laptops, and mobile devices:

- C-SPAN’s Campaign 2012 website, including video of candidates and campaign events, information on key state races and the electoral college and ways to follow the social media related to the campaign
- C-SPAN’s in-depth public affairs event coverage
- C-SPAN’s web offerings, including archived video going back to 1987 through C-SPAN’s vast Video Library and Congressional Chronicle
- Many ways to connect with C-SPAN on the go including Facebook, Twitter, Foursquare, YouTube, XM Radio, and iPhone and Blackberry apps

The Memphis events are in partnership with Comcast.
Event Details:
Stax Academy and Soulsville Charter HS  
9:30-11:30 AM  
946 McLemore Avenue, Memphis TN

Memphis Rotary Club  
12-1:15 PM  
1346 Central Ave, Memphis, TN

Memphis Public Library  
2-3:30 PM  
3030 Poplar Avenue, Memphis, TN

Follow the Road to the White House with C-SPAN’s political coverage on the C-SPAN networks, C-SPAN Radio, and www.c-span.org.

About Road to the White House
Launched in 1988, C-SPAN’s signature political program, “Road to the White House,” features regular coverage of the candidates, issues and events that shape presidential politics. C-SPAN’s 2012 election Web site, www.c-span.org/Campaign2012, is a one-stop resource of presidential election coverage and includes streaming video of announcement speeches and candidate events, schedule information and related resources.

About C-SPAN
Created by the cable TV industry and now in over 100 million TV households, C-SPAN programs three public affairs television networks in both SD and HD; C-SPAN Radio, heard in Washington DC and nationwide via XM Satellite Radio; and a video-rich website which hosts the C-SPAN Video Library. Visit http://www.c-span.org/.

About Comcast
Comcast Corporation (www.comcast.com) is one of the nation’s leading providers of entertainment, information and communication products and services. With 22.9 million video customers, 16.7 million high-speed Internet customers, and 8.4 million Comcast Digital Voice customers, Comcast is principally involved in the development, management and operation of cable systems and in the delivery of programming content.

Comcast’s content networks and investments include E! Entertainment Television, Style Network, Golf Channel, VERSUS, G4, PBS KIDS Sprout, TV One, 11 regional sports networks operated by Comcast Sports Group and Comcast Interactive Media, which develops and operates Comcast’s Internet businesses, including Comcast.net (www.comcast.net). Comcast also has a majority ownership in Comcast-Spectator, which owns two professional sports teams, the Philadelphia 76ers NBA basketball team and the Philadelphia Flyers NHL hockey team, and a large, multipurpose arena in Philadelphia, the Wells Fargo Center, and, through Global Spectrum, manages other facilities for sporting events, concerts and other events.

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