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FOR IMMEDIATE RELEASE

## **XFINITY ON DEMAND: A DOZEN COMPELLING 2014 GAMES TO MARK COMCAST'S 12<sup>TH</sup> SEASON OF WPIAL FOOTBALL**

Next-Day HD Availability Begins with Ringgold visiting Thomas Jefferson

**PITTSBURGH, PA** – August 25, 2014 – Comcast today announced that its popular *XFINITY High School Sports Game of the Week* will mark its 12<sup>th</sup> consecutive season with a 12-week WPIAL schedule that includes nine regular-season and three playoff games and appearances by 15 playoff teams from last season.

Xfinity On Demand local high school football coverage kicks off with the August 29 Class AAA opener between 2013 playoff teams Ringgold and Thomas Jefferson. All Xfinity TV subscribers with Digital Starter and above packages get free access to the *XFINITY High School Sports Game of the Week* through the "Get Local" and "Sports" folders on their On Demand menu beginning the day after the game is played.

Among the teams featured this season on the *XFINITY High School Sports Game of the Week* are five WPIAL semifinalists from 2013, including Thomas Jefferson, Penn-Trafford, Franklin Regional, Beaver and Beaver Falls. Other 2013 playoff teams set to appear this season are Gateway, West Mifflin, Seton-LaSalle, Kiski, Hampton, Peters Township, Bethel Park, North Hills and North Allegheny.

"The 2014 programming schedule demonstrates Comcast's ongoing commitment to interscholastic athletics in Western Pennsylvania. The WPIAL is very proud to again have Comcast as a major corporate sponsor," said WPIAL Executive Director Tim O'Malley.

Comcast's *Xfinity High School Sports Game of the Week* continues to be a popular source of programming, as Pittsburgh-area fans have accessed local scholastic content more than 55,000 times in the last three seasons alone. Over the past seven seasons, more than 60 different WPIAL teams from all four classes have appeared on Xfinity On Demand – it's the perfect weekend opportunity for fans who missed the game, simply want to relive it or who want to catch up on rivals or teams that are creating buzz around the WPIAL.

Comcast's talented high school sports programming team, twice nominated for regional Emmy Awards, includes venerable play-by-play man Chris Shovlin, superb color analyst Ellis Cannon and the expertise of former Steelers quarterback Charlie Batch. In addition to halftime band performances, new sideline reporter Sarah Servetnick will add Fan of the Game interviews, features on the local flavors at the concession stand and the Comcast Spirit Award.

The Comcast Spirit Award recognizes the teams whose fans, marching bands and cheerleaders show the most school spirit and is based on the amount of Comcast signage and lively cheers, use of school colors and crowd energy. Winners are chosen and presented with a specially engraved trophy during each game.



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### **Xfinity High School Sports Game of the Week Schedule 2014**

August 29 – Ringgold at Thomas Jefferson  
September 5 – Gateway at West Mifflin  
September 12 – Beaver at Beaver Falls  
September 19 – Seton-LaSalle at Steel Valley  
September 26 – Kiski at Plum  
October 3 – Franklin Regional at Hampton  
October 10 – Penn Trafford at Shaler  
October 17 – Peters Township at Bethel Park  
October 24 – North Hills at North Allegheny  
October 31 – First Round WPIAL Playoffs  
November 7 – WPIAL Quarterfinals  
November 14 – WPIAL Semifinals

#### **About Comcast Cable:**

[Comcast Cable](#) is the nation's largest video, high-speed Internet and phone provider to residential customers under the XFINITY brand and also provides these services to businesses. Comcast has invested in technology to build an advanced network that delivers among the fastest broadband speeds, and brings customers personalized video, communications and home management offerings. Comcast Corporation (Nasdaq: [CMCSA](#), [CMCSK](#)) is a global media and technology company. Visit [www.comcastcorporation.com](http://www.comcastcorporation.com) for more information.

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