



**NBC BAY AREA, NBCUNIVERSAL FOUNDATION AWARD \$100,000 TO THREE LOCAL NON-PROFITS TO SUPPORT EFFORTS TO FIGHT AIR POLLUTION, INTEGRATE TECHNOLOGY INTO EDUCATION**

**SAN JOSE, CA** – (December 10, 2014) – In the third year of NBC Bay Area’s 21st Century Solutions grant challenge, in partnership with the NBCUniversal Foundation, 3 local nonprofit organizations will receive a total of \$100,000 in grants for programs supporting innovative, high-impact initiatives across the Bay Area.

By focusing on social innovation, the competitive grant program encourages nonprofit organizations to move people and communities forward in new and innovative ways. The winning organizations put forth programs that address the Bay Area’s emerging and ongoing needs in creative ways, including reducing air pollution, embracing technology for education and transforming the way low-income students learn how to read.

“Making the Bay Area a better place to live is central to our mission at NBC Bay Area” said Rich Cerussi, NBC Bay Area President and General Manager. “We’re excited to announce our three recipients that are also making that part of their mission and are reshaping how we address some of the Bay Area’s toughest challenges.”

The Bay Area recipients include Youth Radio in San Francisco, which will receive \$50,000, and runners-up Breathe California and the Bring me a Book Foundation, which will receive \$25,000 each.

[Youth Radio](#) in the San Francisco Bay Area is receiving an award for their “Youth Radio Innovation Lab” initiative. In partnership with the MIT Media Lab’s Center for Mobile Learning, young people combine programming skills with journalism to develop new storytelling platforms.

[Breathe California of the Bay Area](#) is receiving an award for their initiative “Zero Emissions Squared: Electric School Buses.” The program combats air pollution in schools and surrounding neighborhoods by converting diesel school busses into electric school busses fueled by renewable solar energy.

Bring me a Book Foundation is receiving an award for their [Literacy Lab](#) Program, creating connected and interactive learning environments and literacy opportunities for under-resourced children, by deploying books, digital content, and blended solutions for early learners, their caregivers, and educators.

21st Century Solutions awards \$1.2 million nationwide in the 10 markets served by the NBCUniversal Owned Television Stations. One winning organization and two runners-up are selected in each city. NBC Bay Area promoted the initiative locally and created a panel to review and select the final grant recipients.

The full list of grant awardees can be viewed [here](#).

**ABOUT NBC BAY AREA**

Owned by NBC Universal, 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. 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, Verizon 460, and over-the-air on 11.3.

**About NBCUniversal**

NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses. NBCUniversal is owned by Comcast Corporation.

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