



NEWS RELEASE
October 12, 2012

CONTACTS: [Gretchen Wright](#) (Afterschool Alliance)
202/371-1999
[Lorelie Johnson](#) (Bright House Networks)
407/210-3188

Lights On Facebook!

Afterschool Alliance and Bright House Networks Announce *Lights On Afterschool Photo Contest*

The 13th annual rally for afterschool programs, *Lights On Afterschool*, will include more than 7,500 events nationwide, where students, parents, educators and community leaders will celebrate the benefits of afterschool programs. Bright House Networks and the Afterschool Alliance want to see the evidence! This year, Bright House Networks is sponsoring a *Lights On Afterschool Photo Contest* on Facebook, and awarding cash prizes for the photos that best depict how programs and people are shining a light on afterschool programs.

Beginning October 18, individuals and programs can submit photos showing how they celebrated *Lights On Afterschool*, and the vibrancy of afterschool programs in their communities, on the [Bright House Networks Facebook page](#). The photos that receive the most votes from visitors to the page will win cash awards. A grand prize winner will receive \$2,000 and three additional winners will receive \$1,000 each to donate to the afterschool program of their choice. A Bright House Networks representative will present an award check to the program that submits the grand prize-winning photo. Photos can be of events, people, places or anything related to *Lights On Afterschool*, and must include a caption that describes the photo and how they are celebrating afterschool. Official rules and more information on the contest can be viewed at www.afterschoolalliance.org or https://apps.facebook.com/easypromos-premium/promotions/8910?fb_page_id=27404926695.

“Bright House Networks is proud to support the Afterschool Alliance. This contest is a great way to shine a light and build much needed awareness of the importance of afterschool programs in our communities,” said Kimberly Maki, Corporate Vice President, Corporate Communications and Online Strategies, Bright House Networks. “*Lights On Afterschool* showcases all of the amazing afterschool programs there are across the country, and how they keep kids safe, inspire them to learn and help working families.”

Since the Afterschool Alliance organized the first *Lights On Afterschool* in 2000, it has grown to include more than 7,500 events across the country and at U.S. military bases worldwide. This year, more than a million people are expected to participate. It is the only nationwide rally for afterschool programs. A diverse group of more than 200 national, state and local organizations have signed on as national partners for *Lights On Afterschool*, and for the fifth year in a row, the the Empire State Building will be lit in yellow on October 18 as part of the celebration.

“Bright House Networks has been a fantastic partner to the Afterschool Alliance and is a wonderful champion for afterschool,” said Afterschool Alliance Executive Director Jodi Grant. “We’re very excited about this new contest and we hope that we have the opportunity to see thousands of photos from across the country showing us how students, schools, and communities are shining a light on afterschool programs.”

In communities across the nation, *Lights On Afterschool* events allow children to showcase the skills they learn and talents they develop at their afterschool programs, and to send the message that millions more children deserve an equal chance to thrive in afterschool programs. This year’s events will include student performances, runs and walks, open houses, art and essay contests, art displays, tree lightings, carnivals, and much more. To find a *Lights On Afterschool* event in your area, please visit <http://www.afterschoolalliance.org/loaFindEvent.cfm>.

For years, the federal investment in afterschool has lagged far behind the need. In 2007, the *No Child Left Behind Act* authorized \$2.5 billion for the 21st Century Community Learning Centers (CCLC), the chief federal funding stream for afterschool. Yet federal funding stands at less than half that today. Congress is currently considering legislation that would allow other programs to compete for already-limited 21st Century Community Learning Centers funds.

A significant body of research demonstrates that students who attend 21st CCLC afterschool programs regularly are more likely to improve their grades, test scores and overall academic behavior. More than 15 million school-age children – more than one in four kids in the United States – are unsupervised after the school day ends. The parents of 18 million children say they would enroll their kids in afterschool programs, if programs were available.

#

The Afterschool Alliance is a nonprofit public awareness and advocacy organization working to ensure that all children and youth have access to quality afterschool programs. More information is available at www.afterschoolalliance.org.

About Bright House Networks

Bright House Networks is the sixth largest owner and operator of cable systems in the U.S. and the second largest in Florida, with technologically advanced systems located in five states including Florida, Alabama, Indiana, Michigan and California.

Bright House Networks serves approximately 2.5 million customers who subscribe to one or more of its video, high-speed data and voice services. The company also offers a full suite of phone, Internet, Ethernet and cable television services to businesses of all sizes. Bright House Media Strategies, the advertising arm of Bright House Networks, offers businesses advanced targeted advertising solutions. Bright House Networks also owns and operates exclusive local news and sports channels in its Florida markets.

For more information about Bright House Networks or our products and services, visit brighthouse.com.