

**ACM AWARD® NOMINEE KELSEA BALLERINI**

**TO PERFORM ON THE “52ND ACADEMY OF COUNTRY MUSIC AWARDS™”**

 **Comcast Partners with the “52nd ACM Awards®” to Deliver a Special Encore Performance**

**by Ballerini and Other ACM Awards content to Xfinity TV Customers**

**Telecast to Air Live From T-Mobile Arena in Las Vegas, Sunday, April 2 on CBS**

*TWEET: .@KelseaBallerini will perform on the @ACMawards and deliver an exclusive Encore Performance*

*for @XFINITY on Demand: [Insert news link here]*

Encino, CA (March 20, 2017) – The Academy of Country Music® announced today that ACM Award® nominee **Kelsea Ballerini** will perform on the **52ND ACADEMY OF COUNTRY MUSIC AWARDS™** broadcasting LIVE from T-Mobile Arena in Las Vegas, Sunday, April 2 (live 8:00-11:00 PM, ET/delayed PT) on the CBS Television Network. As previously announced, **Luke Bryan** and **Dierks Bentley** will return to co-host the 52nd ACM Awards®, which honors and showcases the biggest names and emerging talent in country music, and is produced for television by dick clark productions.

Previous ACM Award winner Kelsea Ballerini received two nominations this year including the Female Vocalist of the Year category and Video of the Year Presented by Xfinity for “Peter Pan.”

As part of today’s announcement, Comcast’s Xfinity brand has officially announced its partnership with the “52nd ACM Awards.” In addition to the live broadcast on CBS, Xfinity TV customers will be able to watch ACM Awards content on Xfinity On Demand leading up to the live broadcast, plus an encore performance from Kelsea Ballerini.

To drive excitement leading up to the 52nd ACM Awards, Xfinity TV customers will have access to a multitude of content including “Behind the Performance,” which will take fans behind the preparations for Kelsea Ballerini’s encore performance, as well as archival clips from prior ACM Awards. The content will also be available online at [xfinity.com/ACMawards](http://www.xfinity.com/ACMawards).

Previously announced performers include **Jason Aldean**, **Brothers Osborne, Dierks Bentley**, **Luke Bryan**, **Florida Georgia Line** with the **Backstreet Boys**, **Lady Antebellum**, **Miranda Lambert**, **Little Big Town**, **Maren Morris** and **Jon Pardi**. Additional acts and presenters will be announced in the coming weeks. For more information, please visit [www.ACMcountry.com](http://www.ACMcountry.com) or <http://www.cbs.com/shows/academy_of_country_music>.

The official red carpet pre-show for the 52nd Academy of Country Music Awards will live stream exclusively on Twitter on April 2, starting at 3pm PT/6pm ET. The pre-show will be available to logged-in and logged-out audiences on Twitter and connected devices.

Sponsors and partners for the 52nd Academy of Country Music Awards include T-Mobile and Xfinity.

**About the Academy of Country Music Awards**

The 52ND ACADEMY OF COUNTRY MUSIC AWARDS is dedicated to honoring and showcasing the biggest names and emerging talent in the country music industry.  The show is produced for television by dick clark productions. Allen Shapiro, Mike Mahan, R.A. Clark, Barry Adelman and Mark Bracco are executive producers. Pete Fisher and Tiffany Moon are executive producers for the Academy of Country Music.

**About Comcast Cable**

Comcast Cable is one of the nation’s largest video, high-speed Internet and phone providers 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) is a global media and technology company. Visit [www.comcastcorporation.com](http://www.comcastcorporation.com/) for more information.

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