

News Release

Brightspeed Fires Up High-speed Fiber Connectivity in Asheboro

Brightspeed celebrates official launch with ribbon-cutting and support from local leaders, bridging the digital divide through reliable, high-speed connectivity and local partnerships

ASHEBORO, N.C. — March 20, 2024 — Today, Brightspeed, the nation’s fourth largest fiber broadband builder, marked an important milestone with local leaders of Asheboro, N.C. The company officially cut the ribbon on its launch of a state-of-the-art fiber broadband network to more than 18,000 homes and businesses in and around Asheboro and Randolph County.

“More than ever before, residents of Asheboro and across Randolph County need to be connected for learning, business, healthcare and more,” said State Senator Dave Craven, N.C. District 29, Randolph County. “My hometown will benefit from the latest innovation in broadband connectivity. Brightspeed’s service helps ensure our communities can thrive in today’s connected world and more fully participate in the digital economy.”

“As we celebrate here today, we’re embarking on a journey that provides the Asheboro community and beyond limitless possibilities,” said State Representative Brian Biggs, N.C., Randolph County. “Empowering our state with Brightspeed’s high-speed internet is not just about connecting people, it’s about providing individuals and small businesses what they need to compete and thrive in this fast-paced and highly connected world.”

Scott Rusch, owner of Antiques + Geeks in Asheboro, N.C., and an early Brightspeed customer, underscored this point, noting that “Brightspeed’s high-speed internet is not just connecting our small business, it’s propelling us forward to better serve our customers and position my company for the future.”

Roughly one in ten North Carolina residents are not able to purchase an internet plan of at least 25Mbps download and 3Mbps upload speeds. Brightspeed believes that no community should be left behind and is investing \$2 billion in deploying next-generation fiber-optic technology to build a more reliable, super-fast broadband internet network that will reach more than three million homes and businesses across 20 states. This includes up to 800,000 homes and businesses in North Carolina — a state that ranks 29th in the nation when it comes to internet coverage, speed and availability according to Broadbandnow.

Beyond investing in bringing connectivity, Brightspeed is supporting a local nonprofit, [Randolph County Family Crisis Center](#), whose mission is to serve local families in crisis through its emergency shelter, 24-hour crisis line, case management, therapy, and many more important services.

“Brightspeed’s generous donation will go a long way to help the local people we serve who are victims of violence and abuse,” says Sherri Scott, Chief Development Officer at Randolph County Family Crisis Center. “We are so grateful to our local business community for supporting our mission and reminding these innocent men, women, and children that they are valued and deserve to live in peace.”

In addition, Brightspeed is also showing its commitment to the community through partnerships and events. Local Brightspeed representatives were proud to take part in the town’s annual Christmas parade and are looking forward to being a corporate sponsor of Downtown Asheboro Inc., North Carolina Zoo Society, Asheboro Zookeepers and events such as Zoo City StrEAT Fest.

For more information about Brightspeed, visit the company’s website, www.brightspeed.com.

About Brightspeed

Headquartered in Charlotte, N.C. and with assets and associated operations in 20 states, Brightspeed provides broadband and telecommunications services through a network platform capable of serving more than 6.5 million homes

and businesses. Our more than 4,000 employees are committed to building a future where more communities benefit from a more connected life, deploying a state-of-the-art fiber network and a customer experience that makes being connected as simple as it should be. For more information, please visit www.brightspeed.com.

Media Contact

Katie Parker

Public Relations

pr@brightspeed.com