



For Immediate Release

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LPC pushes “play” on NextLight video contest

Customers can win \$100 gift card and free NextLight with 30-second video

LONGMONT, CO - NextLight customers who love their internet service now have the chance to win a \$100 downtown gift card and a free month of NextLight by saying so on video.

Longmont Power & Communications announced the new contest Friday. To enter, customers must create a video that’s 30 seconds or less in which they say why they love their NextLight. All entries are due by Nov. 16 and may be submitted by any NextLight residential customer.

“Every time LPC comes to an event, we hear constant praise from residents about the speed and reliability that NextLight provides, and what they’ve done with it,” LPC spokesman Scott Rochat said. “This is their opportunity to share that excitement with all their friends and neighbors, and to have fun doing it.”

Official rules for the competition may be found at www.longmontcolorado.gov/videocontest.

All entries must be submitted as a private message to LPC’s Facebook page at www.facebook.com/longmontpowercommunicationsnextlight.

Two winning entries will be posted on Facebook and in LPC’s YouTube channel. All entries may be used by LPC in future publicity.

The community-owned fiber-optic internet service has received praise both locally and nationally. In June, PC Magazine named NextLight as the fastest ISP in the nation, declaring that “If you are choosing where to live in the U.S. based entirely on internet speed, consider



buying or renting in Longmont.” That same month, it was also named as one of the factors that made Longmont an All-America City, an award presented by the National Civic League.

Originally projected to have market penetration rates of 37% after the first five years, NextLight has consistently posted “take rates” above 50% - yet another sign of the community’s support.

“NextLight belongs to the entire community, and the community has embraced it,” acting general manager Susan Wisecup said. “We’ve seen it empower and attract business, support the needs of homes, and give Longmont a solid base for its future development. It’s been great to see what our customers have done with their fiber, and we look forward to seeing and hearing more.”

About Longmont Power & Communications

Longmont Power & Communications is a community-owned, not-for-profit electric and internet services utility that operates under the direction of Longmont City Council. Established in 1912, our goal is to deliver electric and communications services that provide outstanding value to our customer-owners. In 2014, we began to build and operate the NextLight fiber-optic broadband system, which is now the fastest ISP in the country and has made Longmont the first “gigabit city” in Colorado. To learn more, visit www.longmontcolorado.gov/lpc.