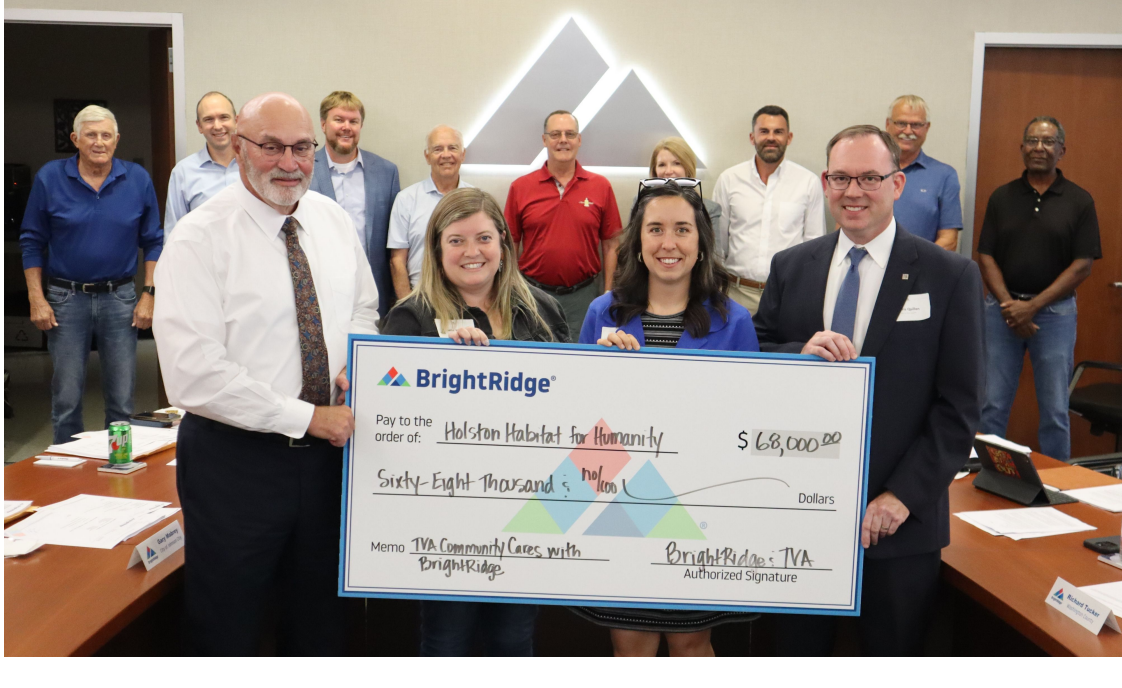


Caring for our Community



TVA and BrightRidge have teamed up again to support our community with a donation of \$68,000 to Holston Habitat for Humanity. Holston Habitat for Humanity is in the initial stages of building a new neighborhood in Johnson City. Their plan is to build 12 new energy-efficient, affordable homes and a small public park over the next two years.

BrightRidge CEO Jeff Dykes, Board Members and TVA's Chris Quillen presented the funds to representatives from Holston Habitat for Humanity at the September board meeting.

CANDY LAND CHRISTMAS

BrightRidge Broadband is proud to again sponsor Johnson City's Candyland Christmas in downtown this holiday season. BrightRidge Broadband has been a lead sponsor since the inception of this magical holiday tradition that lights up King Commons, Founders Park and Main Street for a festive walk-through wonderland! Be sure to join BrightRidge, BrightRidge Broadband and the City of Johnson City as they 'flip the switch' to power on 180 trees this holiday season. Look for all the details at www.downtownjctn/candyland



CEO Letter

**“There is no power for change greater than a community discovering what it cares about.”
– Margaret J. Wheatly**

One of the important things about BrightRidge is how its employees care about our community. Beyond their service to the community in their everyday jobs is their involvement in the community outside of work.

Volunteering and serving their friends and neighbors are natural for them because they care. Along those same lines of service and caring, BrightRidge, along with TVA through Community Cares funding, was able to support the Holston Habitat for Humanity in its development of homes for low-income families. Giving back to those who are in need is what our community and region are all about.

As we enter that time of year where Thanksgiving and Christmas come to the forefront of our thoughts, let us remember our families, friends and those we do not know when it comes to giving and sharing with one another. May God bless you in the upcoming months as you celebrate together.

“If you want to experience the true meaning of Christmas, give something to someone who can offer nothing in return.” – Toni Sorenson

Expanded EV Fast Charging Options in Downtown JC

Tesla drivers can now charge at BrightRidge's electric vehicle (EV) fast charging station in downtown Johnson City. Thanks to funding from TVA and TDEC, a NACs plug has been added to the station to allow Tesla drivers the ability to use the station without an adapter.

The fast charging station is located in the Cherry Street Parking lot in downtown Johnson City and there is a nominal fee for all EV users.

Increase indoor comfort and use less electricity

As the season changes into fall and winter, it's time to consider making changes to your home to increase indoor comfort. TVA and BrightRidge encourage electric customers to make energy efficient improvements to your home and are offering these enhancements to the EnergyRight Residential Program effective October 1.

- Attic insulation program rebate will permanently be set at \$500.
- also going back up to the previous \$1,500 level.
- Plus, there are many more rebates for duct sealing, air sealing, HVAC tune-ups and more!
- Program rules apply and most rebates require using a Quality Contractor Network participant, so check out the details at www.energyright.com before starting any home project.



Any energy efficiency improvement will help lower your monthly energy bill and rebates help offset the cost of replacing old, inefficient systems that increase energy costs.

Unprecedented Stability: BrightRidge Broadband Locks Your Price Through 2030!

To Our Valued Neighbors:
We're proud to share that **over 22,000 homes and businesses** in our community now choose BrightRidge Broadband. As your local, community-owned not-for-profit utility, our success is tied directly to your well-being. That's why we've always prioritized stability.

Since launching our service in 2019, BrightRidge Broadband has NEVER increased our residential prices for internet services.

Now, we're taking that commitment a massive step further.

Your Price is Protected: Guaranteed Through 2030:
We are thrilled to announce a major, long-term commitment: a **Price Lock Guarantee** for all current BrightRidge residential fiber broadband customers, extending through **December 31, 2030**.

This commitment means your current monthly rate for residential fiber internet will not increase for the next several years.

- **Zero Price Hikes:** Building on our history, your rate is locked in until 2030.
- **Predictable Budgeting:** Easily manage your finances with a stable, reliable bill through the end of the decade.
- **Anti-Inflationary Savings:** This is our way of shielding you from rising costs, ensuring you keep your nation-leading speeds at an affordable, guaranteed price.

This price lock guarantee is not a special promotion; it's a demonstration of our mission to prioritize the financial health and stability of our neighbors over outside profits.

Building for Tomorrow: Expansion Updates

We're not just holding prices steady, we're working hard to connect every member of our community with our reliable, all-fiber network.

Middle-Mile Grant is Ahead of Schedule!

Our partnership with the Tennessee Department of Economic and Community Development (TNECD) is moving faster than planned, bringing high-speed fiber where it's needed the most.

- **Fall Branch & South Central:** Fiber builds are successfully completed!
- **Bowmantown:** We will begin activating fiber services in previously unserved portions of the area in October & November.
- **Lamar Community:** Fiber broadband is already enabled in portions of Lamar, with all remaining grant-eligible areas to be added over the next four months.

Future Expansion: New BEAD Grant Wins

We are excited to share that, pending final approval, BrightRidge Broadband has won the bid to extend fiber broadband to **488 additional homes** in eastern Washington County through the BEAD Broadband Grant! This expansion will focus on unserved areas including:

- Homes along **Hwy 107** in southern Washington County,
- Homes along **Hwy 81 and Hwy 67** near Lamar, and
- Unserved areas southwest of **Telford**.

Want to check eligibility in your area? You can reference the "Subgrantee Selection Map" on the TN-ECD website and review the Washington County sections.

The Fiber Advantage

When you choose BrightRidge Broadband, you get the unparalleled quality that comes from a community-focused provider.

- **Symmetrical Speeds:** Equal upload and download—essential for remote work, cloud backups, and video streaming.
- **No Data Caps:** Use your connection as much as you need, without slowdowns or hidden fees.
- **Local Support:** You get dedicated local support. Our teams live and work in the community, ensuring we're here to resolve issues quickly and keep your connection reliable.



Price Locked.
Speed Unmatched.
Local Service.



Sign Up Today · (423) 952-5000 · www.mybrightridge.com



You are receiving this email because you signed up to receive Newsletters from BrightRidge. To opt out of future newsletters, [unsubscribe here](#).

This email was sent by:
BrightRidge
 2600 Boones Creek Road
 Johnson City, TN 37615