



## **White River Valley Electric Cooperative News Release**

Contact:

Cassie Cunningham CCC, CKAE – Vice President/ Chief Growth Officer  
O: (417) 335-9231, C: (417) 849-1148  
ccunningham@whiteriver.org

**FOR IMMEDIATE RELEASE**

---

### **Electric Cooperative Reveals Fiber Company Name and Logo**

**Branson, Missouri** –White River Valley Electric Cooperative (WRVEC) announces the name for its fiber subsidiary White River Connect.

Designed to represent the natural beauty of our area, as well as the fast speeds of fiber internet; the White River Connect logo's green and blue backdrop includes a river of fiber flowing fast through a winding terrain. Connecting local communities is another focus of the subsidiary that resonates in the logo.

"The logo and the name reflect the mission of White River Connect and that is to connect our communities with a fast and reliable internet service supported by excellent customer service," said White River Connect CEO, Beau Jackson. "White River Connect's internet services will be a game-changer for the communities we serve. Our team is working hard to build a robust fiber network that will improve the lives of those in our area."

White River Connect will serve WRVEC's five county territory. The company is currently in the design phase of its fiber project. Construction is anticipated to begin in the third quarter of 2023, with the first phase of customers being able to access high-speed connections in early 2024. The massive project is expected to take five years to complete.

On January 23, the Missouri Department of Economic Development announced it was awarding White River Valley Electric Cooperative \$47,387,646 through the ARPA Broadband Infrastructure Grant Program. The funds from the grant will be used to help build the White River Connect fiber network.

For more information about White River Valley Electric Cooperative's fiber-to-the-home project, White River Connect, visit <https://www.whiteriver.org/fiber/>.

# # #

[White River Valley Electric Cooperative](#) is a [Touchstone Energy Cooperative](#) dedicated to ensuring our members receive safe and reliable service in their homes and businesses across five southwest Missouri counties including Ozark, Taney, Stone, Christian and Douglas.