



FOR IMMEDIATE RELEASE

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www.googlehickorylenoir.com

Communities join forces to “woo” Google

HICKORY – Government, academic, business and community leaders met Monday, March 1 to join forces in the Google Fiber-to-the-Home (FTTH) and Business initiative.

The Hickory/Lenoir Google Fiber to the Home and Business Request for Information (RFI) application is a collective effort with support from municipalities and counties along the U.S. 321 data center corridor in Catawba and Caldwell Counties. The intent of the Google project is to eliminate the bandwidth bottleneck so that Google can develop and test high speed network applications, and Google will open their network to any and all service providers who want access to a large bandwidth “pipe” to businesses and households.

The high test speed is a gigabit per second connection, which is more than 100 times faster than the current connection available in the area. The communities are confident that if Hickory/Lenoir is awarded as a test site for the ultra-fast network, the community would see significant economic growth, as it will open doors and be an attraction for local business to stay, and recruit more industries, creating more opportunity for all citizens and local governments.

“This is truly an opportunity for us to stand out across the country as a premier place to live and work,” said Hickory Mayor Rudy Wright. “What makes this project exciting is that all our businesses and residents can help in a variety of ways, from letting Google know how a gigabit per second connection can enhance their lives, to filling out a survey, to telling your neighbors and friends about this community initiative.”

How can you help?

- www.googlehickorylenoir.com - This website is the primary source for information about the Hickory/Lenoir Google Fiber project.
- [Survey](#) – Please take time to fill out the survey, it is available [online](#) and at the public libraries.
- [Nominate our community](#)- Directly nominate the Hickory/Lenoir area for the Google test project [online](#).

- [YouTube](#) - Create and submit videos and commercials supporting the initiative, and include how it would help you at home, work, school and/or all.
- Media – Let local newspapers, radio and television stations know how important this initiative is via Letters to the Editor, calls into local radio programs and contact television stations.
- Email Blasts – Utilize your existing database of family, friends and acquaintances to help share the message of support for the project and send people to www.googlehickorylenoir.com.
- [Facebook Woogle Hickory Lenoir!](#) – Become a fan and invite others to communicate the message “Gotta get a gigabit” and discuss the benefits of the project.
- [Twitter WoogleHKYLNLR](#) – Be the first to know the happenings with the initiative.
- Word of mouth – Be informed about the benefits of the project and share the news.

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