



FOR IMMEDIATE RELEASE
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DOWNTOWN FORT COLLINS GOES WIRELESS TODAY!

FORT COLLINS, CO—FRII and the City of Fort Collins bring Wireless to Downtown Fort Collins today! As of 11am on Wednesday, July 25th people living and working in the designated square mile of Downtown Fort Collins will have Wireless Internet Access. The Official Wire Cutting Celebration in Old Town Square will include the Mayor of Fort Collins, the City Manager and FRII's CEO, Bill Ward speaking and cutting the symbolic wire.

The order of Wire Cutting festivities is:

- 11am –Welcome
- 11:05 – 11:15 Statements by:
 - FRII CEO, Bill Ward
 - Fort Collins City Manager, Darin Atteberry
 - Fort Collins Mayor, Doug Hutchinson
- 11:20 Official Wire Cutting
- 11:25 Thank You and Announcements
- 11:35/11:45 Official Wireless Press Conference and Public Q&A

Special Details about the Wire Cutting Celebration:

- FREE Special Edition 'Get Unwired' Tshirts to the first 100 people to attend
- FREE Ben & Jerry's Ice Cream for 1 hour
 - Special Flavors in honor of the day's events are:
 - Wireless Wonder
 - Wire Cutting Mango Tango
 - Sans Wire Cinnamon
- FREE FRII Pens and Notepads
- FREE FRII Water Bottles

FREE Wireless Internet to anyone and everyone from now on!

"And that's not just at today's celebration," points out FRII's Marketing Director, Amy Madden Copp. "As of today, anyone in the downtown area can get online and get a FREE 30 minutes of Wireless Internet Access each day. Once their half hour is up, people can choose to buy more access by the hour, the day or the month."

FRII representatives will be on hand at the event to answer questions about speed, security, networking multiple computers, business packages, reliability, the Wireless technology, and to help people get online & sign up!

More info:

Over 20 Wireless Access Points have been installed on City light poles, buildings and other utility poles to create a seamless mesh network in downtown Fort Collins. Through mutual needs and desires to expand technology in the Fort Collins area, the City of Fort Collins has been working with FRII to deploy the first phase of Wireless Internet Access. The City had been working on the idea of Wireless for some time and "it made sense that we would start in Downtown," said City Manager Darin Atteberry. "Downtown is already a hub of activity, and now it's the first place in Northern Colorado to offer Wireless Internet. I'm pleased that we've been able to partner with FRII to deliver this exciting new service."

"In the twelve years we've been working to provide the highest in technology products, I've taken great pride in how involved we've been in our hometown community. But nothing compares to this experience of working side-by-side with the City to provide these capabilities that will contribute to making Fort Collins even more of a great place to live and work," says FRII CEO, Bill Ward.