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WORKSHOP TEACHES HOW TO MARKET THE GVTC GIGAREGION™

SMITHSON VALLEY, September 22, 2014 — How do you sell the only region in Texas with gigabit Internet speeds? GVTC Communications is hosting a workshop to teach GVTC GigaRegion™ partners how to market it.

The goal of the GVTC GigaRegion™ is to create economic development opportunities for the cities of Boerne, Bulverde and Gonzales by targeting businesses requiring high-speed Internet access for 21st century operations and innovation.

At the workshop, economic development leaders will learn details of a strategic marketing plan to promote the trademarked GVTC GigaRegion™.

The campaign includes branding guidelines, advertising in targeted media, social media and public relations.

The attendees will also receive instruction on how to promote the GVTC GigaRegion™ in their own communities. They'll receive a GVTC GigaRegion™ play book with official marketing logos, talking points and strategies to get the attention of businesses relocation specialists and site developers.

1 Gbps Internet speeds will be available in the 2,000 square miles GVTC GigaRegion™ on Monday, September 29.

A recent [study conducted by Fiber to the Home Council](#) found 14 communities with gigabit access benefited from a \$1.4 billion dollars in gross domestic product (GDP) activity. According to the study, this equaled a 1.1 percent increase over communities included in the study that didn't have access to gigabit connection speeds.

The media is invited to get a first-hand look at how the GVTC GigaRegion™ will leverage ultra-fast Internet speeds to empower smaller communities to compete with San Antonio and Austin for jobs and quality of life enhancements.

GVTC GigaRegion™ Marketing Workshop

Wednesday, September 24, 2014

GVTC Communications Auditorium
36101 FM 3159
New Braunfels, TX

- Workshop is open to the media at 10:30
- Interviews available at 11:30 a.m.
- Live shot opportunities available for noon newscasts
- Lunch will be served

About GVTC GigaRegion™

The GVTC GigaRegion™ is a unique partnership involving GVTC Communications and the cities of Boerne, Bulverde and Gonzales. The GigaRegion™ features 1 Gbps Internet connections delivered through GVTC's state-of-the-art fiber optics network. The GVTC GigaRegion is the first of its kind in Texas. It spans over 2,000 square miles, includes more than 2,200 miles of fiber optics cable. Currently, more than 39,000 residential and business customers have access to GVTC's gigabit connection speeds.

The GVTC GigaRegion™ proactively markets the benefits of gigabit connections to businesses requiring the fastest Internet speeds for 21st century business operations and innovation. The goal is to drive economic development and enhance the quality of life for GigaRegion™ partner communities. To inquire on gigabit site availability, contact the economic development office in the community of interest. GVTC.com/GigaRegion, [@GVTCGigaRegion](https://twitter.com/GVTCGigaRegion).