November 2, 2017

CRadvantage goes live!

City launching first phase of affordable, high-speed internet for downtown with municipal broadband network

On November 2, Campbell River is hosting an event to celebrate the launch of their municipal broadband network, CRadvantage. Join us in the lobby at the Seymour Pacific Developments building (100 St. Ann's Road) from 5 pm to 6pm for a short presentation to toast this exciting occasion.

Acknowledging this milestone for Campbell River, Mayor Andy Adams says, "*I am extremely proud of this community. I like what we're doing, and I really believe in the CRadvantage initiative.*"

CRadvantage is a **municipal broadband, fibre optic network** here in Campbell River. This initiative provides businesses and the public with access to inexpensive, high-speed internet. CRadvantage will provide symmetrical (identical upload and download) bandwidth scalable to 1 gigabyte per second. Internet accessibility at this speed will put businesses in Campbell River on equal footing with competitors in downtown Vancouver, Palo Alto, San Francisco, or New York City, but at a fraction of the cost of living or doing business in those cities.

The City's economic development officer, Rose Klukas, says, *"CRadvantage is the first municipal broadband service on Vancouver Island. Campbell River is stepping out with this service to spur the local economy with affordable enterprise level internet access."*

Since 2009, Campbell River has been working to attract digital industries in an effort to diversify the local economy. Along with an Island Coastal Economic Trust grant of $50,000, the City has invested an additional $348,000 to develop and market this network. With this investment, Campbell River is now positioned as one of the key tech communities in Canada, enabling high-speed, high-bandwidth internet connectivity for businesses and residential developments in the city's downtown core.

For more information, including updates on planned network expansion, visit CRadvantage.com.

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