



## **PRESS RELEASE**

County of Dufferin  
55 Zina Street  
Orangeville, ON L9W 1E5

*For Immediate Release: Date*

## **Help Us Bring Broadband to Everyone**

*Dufferin County* – Residents of Dufferin County, farmers and business owners are encouraged to participate in a brief web survey to help build "broadband for everyone" in Southwestern Ontario, Caledon, Dufferin and the Niagara Region.

When it comes to broadband Internet, there are considerable disparities in access and capacity between our rural and urban communities. The social and economic value of high-speed connectivity is set to explode over the next ten years, and unless we act now, those disparities will only grow wider and more serious in their implications. For this reason, The County of Dufferin, has partnered with SouthWestern Integrated Fibre Technology Inc. (SWIFT) to collect information about how residents, farms and businesses currently use the Internet. Your participation in this 15-minute survey is completely voluntary and you may opt out of any question in the survey. All of your responses will be kept confidential. They will only be used for statistical purposes and will be reported only in aggregated form. Participants should have their Telecom Service Provider name and contract information at hand.

To complete the survey, please visit [www.swiftnetwork.ca/survey](http://www.swiftnetwork.ca/survey).

### **About the SWIFT Initiative**

SouthWestern Integrated Fibre Technology Inc. (SWIFT) is a not-for-profit, collective broadband initiative that is funding the construction of an affordable, open-access, ultra-high-speed fibre-optic regional broadband network for everyone in Southwestern Ontario, Caledon and the Niagara Region. To overcome our region's broadband infrastructure gaps, SWIFT has developed a long-term plan to help more than 3.5 million Ontarians, or 25% of Ontario's population, to connect and keep pace in a changing digital world. The project is leveraging \$180 million in combined investments by the federal and provincial governments and over \$17 million in investments by municipalities across the region. SWIFT membership is open to any community or organization that needs connectivity to any of its locations. Members benefit from SWIFT's significant procurement expertise, including aggregated demand, negotiated rates, and support in preparing RFPs for broadband services. As a buying group, SWIFT also ensures greater competition between telecom service providers which will lead to better services at lower prices in member communities.

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### **For more information, please contact:**

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