



Are You an Internet All Star? PUC Kicks Off Star Search Promotes Benefits of High Speed Internet Service

Campaign Highlights Success Stories of Service Users in Butler, Carbon, Fayette, Mercer, Schuylkill and Westmoreland Counties

HARRISBURG – The Pennsylvania Public Utility Commission (PUC) today announced a campaign to promote adoption of high speed Internet service in rural areas of the Commonwealth, focusing on the counties of Butler, Carbon, Fayette, Mercer, Schuylkill and Westmoreland where Internet providers report below average high speed Internet subscription.

The campaign will highlight the societal, medical and educational benefits of high speed Internet through the stories of residents and business owners in rural parts of the state who regularly use high speed Internet. Adoption of high speed Internet in rural areas of Pennsylvania trails that of urban areas. In 2009, 56 percent of rural Pennsylvania households adopted high speed Internet compared to 68 percent of urban households, according to the Rural Pennsylvania Current Population Survey. With high speed Internet, users can access the Internet without needing to dial an Internet Service Provider over a telephone line.

“High speed Internet service can offer a variety of benefits to users, including access to job opportunities, health information and government services,” said PUC Chairman Robert F. Powelson. “We hope this campaign will demonstrate just how valuable the service is for Pennsylvanians.”

The campaign is named “Internet All Stars.” Internet users will be directed to a website (www.IDoMoreWithHighSpeedInternet.com) to explain how they have benefitted from broadband usage. A select number of users will be chosen and named Internet All Stars. The All Stars will be featured on the website and in advertising in targeted areas of the state.

The Pennsylvania Public Utility Commission balances the needs of consumers and utilities to ensure safe and reliable utility service at reasonable rates; protect the public interest; educate consumers to make independent and informed utility choices; further economic development; and foster new technologies and competitive markets in an environmentally sound manner.