



NEWS RELEASE

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BEN LOMAND CONNECT RECOGNIZED AS NOAA WEATHER-READY AMBASSADOR

McMinnville, TN July 24, 2017 -- Ben Lomand Connect announced today that it has been recognized by the National Oceanic and Atmospheric Administration as a NOAA Weather-Ready Nation Ambassador.

The U.S Department of Commerce and NOAA formed this initiative to recognize NOAA partners who are improving the nation's readiness against extreme weather, water and climate events. Ben Lomand Connect was chosen by demonstrating a commitment to work with NOAA and other organizations toward building community resilience in the face of increasing vulnerability to extreme weather events.

Lisa Cope, General Manager/CEO of Ben Lomand Connect states, "We are committed to this partnership and will fulfill this by promoting weather messages, engaging with NOAA personnel on collaboration opportunities, sharing success stories of preparedness and resiliency and educating our employees on workplace preparedness and promoting personal preparedness at home." These efforts will also complement the existing social media alerts on Facebook and Twitter as well as tickers on BLTV's Channel 6 and local weather on Channel 1.

NOAA's website states that "building a Weather-Ready Nation™ requires more than government action alone. It requires innovative partnerships with organizations across all segments of society for better community, business, and personal decision making. Weather-Ready Nation Ambassadors will serve as change-agents and leaders in their community. They will inspire others to be better informed and prepared, thus helping to minimize, mitigate, or avoid the impacts of natural disasters. Together we will inform and empower communities, businesses, and people to be better informed and make decisions that can be life-saving and prevent or limit devastating economic losses. We are a nation of many communities, and it is only through connected communities that we will achieve this goal."

Ben Lomand Connect was incorporated October 2, 1952, to provide local telephone service to rural middle Tennessee. It has nearly 33,000 access lines covering 3,200 square miles of territory. Ben Lomand began its diversification in 1993 by forming BLC, a wholly owned long distance subsidiary and it was the first competitive local exchange carrier in the state of Tennessee. The cooperative has over 20,500 Internet customers with 8,000 connected with Ben Lomand Fiber and serves over 13,000 video and security customers.