

Neighbors Helping Neighbors



As the heating season approaches, there are individuals and families in our communities that could use a hand up of help with their utility bills. The Heissee Johnson Hand Up Fund provides an opportunity for neighbors to help neighbors, with BrightRidge matching your contribution.

Customers can contribute \$1 or more monthly to help fund this program. Every dollar is matched 1:1 and goes directly to help those in our community who may be in financial distress due to unexpected expenses, job loss, or other reasons.

How can you give to support this program?

- BrightRidge makes it easy to contribute via your monthly electric bill. On the back of the payment stub on your monthly electric bill is a section to sign up for monthly contributions.
- The website has a signup form: <https://www.brightridge.com/community-news/heisse-johnson-hand-up-program/>.
- You may make a one-time contribution by writing a check to "Hand Up Program" and send the payment with your utility bill or to PO Box 4039, Johnson City, TN 37602.

How does the program work?

Contributions are collected through BrightRidge and are forwarded to the United Way of East TN Highlands (formerly known as United Way of Washington County). Funds are distributed to those in need via a screening process administered by the Salvation Army, Good Samaritan Ministries and the Jonesborough Water Department. All funds donated by BrightRidge and its customers are used for heating assistance.

Since 1989, thousands of BrightRidge customers have supported this fund, impacting thousands more who needed a hand up of help at a critical time. In 2026, 610 individuals have benefited from this crucial support. For more information on how you can contribute, visit www.brightridge.com or call Customer Service at 423-952-5000.

Get 70% off LED lighting for small businesses

BrightRidge has partnered with TVA to offer a **Small Business Lighting Replacement** program for qualifying businesses. With incentives covering 70% of the costs of qualifying LED lighting upgrades, this program can help small businesses reduce energy use, improve light quality, and cut maintenance costs.

Getting started is easy as 1-2-3:

1. Schedule a free, no-obligation lighting assessment to identify savings opportunities.
2. Review recommended upgrades and schedule installation with our trusted contractor.
3. Start saving with lower energy costs and reduced maintenance.

To see if your small business qualifies, call TVA EnergyRight at 866-233-0450.

New Energy Efficiency Rebates on October 1

Effective October 1, the Tennessee Valley Authority (TVA) is launching new Rebates to encourage further energy efficiency in the Valley. BrightRidge is a participating local power company in the EnergyRight® Program, making all its customers eligible. BrightRidge customers may receive a rebate for eligible installations of energy efficiency upgrades to their home, business or industry.

- Residential rebates range from \$50 - \$1,500 for eligible upgrades that qualify for the programs.
- Business and Industry rebates are customizable to the project size and have expanded this year for lighting, compressed air, HVAC equipment and guest room management.
- All rebates have specific terms, requirements, paperwork and a few require pre-enrollment.
- More information can be found at www.energyright.com.

BrightRidge encourages all our customers to research the program requirements before making any purchases to ensure the products you are considering are eligible.



CEO Letter

“Flatter not thyself in thy faith in God if thou hast not charity for thy neighbor”– Francis Quarles

As we enter the time of the year where we plan special holidays and events with our families, BrightRidge wishes you the absolute best during the holidays, building memories with your loved ones and friends. It is also that time where we are thankful for the many blessings that have been bestowed upon us by a gracious God and father. Let us take time to consider those who are in need as we enter those holidays, and share some of our blessings with others in some way.

In this newsletter, there is a section on neighbors helping neighbors through the Heissee Johnson Hand Up Fund. If this is something you would want to consider doing to help someone in need as we enter the winter months, just go to the link provided in the article or reach out to someone in customer service.

We hope the coming months give you time from your busy schedules to spend quality time with your families. May you have a wonderful Thanksgiving and Christmas this year.

“Development of outlook naturally begins with a respect for God... Reverence to God and reverence for one’s neighbor and reverence for oneself as a servant of God.” – Robert Baden-Powell

BrightRidge Broadband is the clear choice for Businesses in East-Tennessee

We now serve **52% of all business customers** within our electric service territory—more than **Charter Spectrum, Comcast Xfinity, Brightspeed, Verizon Wireless, T-Mobile, AT&T Wireless, and satellite providers combined.**

So why do a majority of local businesses choose BrightRidge over large national brands? The answer is simple:

- **Consistent, blazing-fast speeds**
- **Industry-leading reliability**
- **A world-class, carrier-grade 100% fiber network**
- **Local dedicated business sales reps**
- **Local customer service and support you can count on**
- **Inflation-proof pricing—we've never raised our rates**
- **A deep commitment to economic development and our community**

Our network extends far beyond the business community. With **23,000 residential households** and an average of **2.4 people per home**, over **55,000 residents** depend on BrightRidge every day—at work, at school, and at home.

We take pride in delivering the best uptime and highest reliability available. When our customers do need assistance, we're there—fast. Our average Technical Support hold time is just **1 minute**, and **50% of calls are answered within 30 seconds**. What's more, our locally based support team resolves **83% of issues over the phone**—an industry-leading achievement.

Some customers are tempted away by promotional discounts from competitors. Yet many return quickly, disappointed by the dramatic drop in customer service, reliability, and pricing stability they experience elsewhere.

Customers such as Greg Mueller from the **Olive Oil Divine** compliment our services with statements like “The team at BrightRidge Broadband came through with shining colors when I needed high speed internet connected quickly for our business! The service has run flawlessly with exceptional speeds, and we couldn't be happier about it. Thank you, Team Brightridge!”

Tammy Eldridge from **Grace Meadows Farm Creamery** said “My focus has to remain on helping our guests create memories over scooped ice cream. Grace Meadows Farm Creamery just opened at 3998 Bristol Highway in Johnson City and I was grateful that BrightRidge could provide broadband. I can count on BrightRidge to make sure transactions go through, employee scheduling works, payroll & timekeeping occur. Even our background music, security cameras and communications depend on BrightRidge. BrightRidge helps us serve up memories one scoop at a time.”

Because at BrightRidge, we're not just a provider—we're your neighbors. And we're committed to keeping our community connected.

**BrightRidge®**
Broadband

**READY FOR AN
UPGRADE?**

Lock In Your Rate Through 2030



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