



White River Connect News Release

Contact:

Jamie Dopp, Manager of Marketing and Communications
O: (417) 335-9216, C: (417) 425-8739
jdopp@whiteriver.org

NEWS RELEASE

White River Connect Installs High-Speed Internet in 5,000th Customer's Home

Branson, Missouri –White River Connect, a leading provider of high-speed fiber internet, is celebrating a major milestone with its 5,000th installation. Sheri Smith from Noble, Missouri recently joined the growing network dedicated to providing reliable connectivity to rural areas of the Ozarks. To celebrate the milestone, Mrs. Smith received a 65" TV, a gift bag, and was cheered on by several White River Connect employees.



Pictured: Sheri Smith (center) and members of the White River Connect team

Mrs. Smith said, "Living in the country is a privilege and so is high-speed internet. We are thankful for both!"

A veteran of the U.S. Navy, Mrs. Smith and her husband both work from home. "With my husband and I both working from home, it is critical for us to have consistent and fast internet," she said. Having high-speed internet allows them to be better connected to their work and affords them the opportunity to live in a rural area they love.

Regarding her work, Mrs. Smith said, "I run a nonprofit that focuses on suicide prevention and PTSD. As we begin developing our new training portal, we need high-speed and reliable internet to record our members' stories of overcoming the dark moments in their lives. We use those

stories to help others through those times. I am thankful we have that ability through White River Connect.”

“Reaching our 5,000th installation is more than just a number—it’s a reflection of the lives we’re impacting”, said Beau Jackson, chief executive officer of White River Connect. “Hearing Mrs. Smith’s story reminds us why we do this work: to connect people, empower communities, and help organizations like hers make a real difference.”

Construction began on White River Connect in June of 2023 to provide high-speed internet to rural areas of Christian, Douglas, Ozark, Stone, and Taney Counties. In March of 2024, White River Connect began serving its first customers. White River Connect is currently available in the Branson, Bear Creek, Sweden, Rockaway, Gretna, and Goodhope, Compton Ridge, Taneyville, Protom, Theodosia, Wasola, Lake, Bluewater, and Stultz areas, with plans to open additional markets before the end of the year. When completed, the project will cover over 4,200 miles of fiber lines.

Residents can visit <https://www.whiteriverconnect.com> to view service availability maps, express interest, and sign up for service in their area.

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About White River Connect

White River Connect, the fiber subsidiary of [White River Valley Electric Cooperative](#), is dedicated to bringing high-speed internet to rural Missouri counties including Ozark, Taney, Stone, Christian and Douglas.

About WRVEC

[White River Valley Electric Cooperative](#) is a [Touchstone Energy Cooperative](#) dedicated to ensuring our members receive safe and reliable service in their homes and businesses across five southwest Missouri counties including Ozark, Taney, Stone, Christian and Douglas.