

SwiftCurrent Connect Reaches Major Milestone with 4,000th Fiber Broadband Connection

[Ellsworth, WI] – SwiftCurrent Connect, a leader in delivering high-speed fiber broadband, proudly announces the completion of its 4,000th fiber broadband connection, marking a significant milestone in its mission to enhance connectivity for communities across Wisconsin.

This achievement is made possible in part by funding provided through the Wisconsin Broadband Office as part of the Capital Projects Fund, an initiative of the U.S. Department of the Treasury. This investment is helping to bridge the digital divide, ensuring that more rural residents and businesses have access to fast and reliable internet service.

“We are thrilled to reach this milestone and grateful for the support from the Wisconsin Broadband Office and the Capital Projects Fund,” said Nate Boettcher, president and CEO of Pierce Pepin Cooperative Services and SwiftCurrent Connect. “Expanding fiber broadband access is essential for economic growth, education, healthcare, and overall quality of life in our communities. We remain committed to advancing connectivity and ensuring that more Wisconsin residents benefit from high-speed internet.” Due to the efforts of SwiftCurrent Connect, Pierce County is one of the most connected counties in Wisconsin, with 99.5% of households having access to high-speed broadband largely connected by fiber-optic cable. Boettcher added, “Without funding from the many townships in Pierce County and the State of Wisconsin, we would still be waiting for a solution. Instead, residents are working from home, starting new businesses, building data centers, and staying even more connected with friends and family. These projects have contributed millions of dollars’ worth of economic activity and have created permanent local jobs.”

The Capital Projects Fund aims to bring broadband infrastructure to underserved and rural areas, enabling communities to thrive in today’s digital economy. SwiftCurrent Connect’s efforts align with this goal, delivering state-of-the-art fiber-optic technology that supports modern digital demands. The funds helped build an additional 400 miles of fiber and pass more than 1,500 homes.

SwiftCurrent Connect continues its expansion efforts with plans to further extend its fiber network in the coming months, bringing high-speed broadband to even more homes and businesses in western Wisconsin.



Kenneth Olson became the 4000th customer connected to high-speed fiber-optic internet service through SwiftCurrent Connect on Monday, March 17.



SwiftCurrent Connect staff welcomed Kenneth Olson (third from left) as the 4000th customer to be connected to its high-speed fiber-optic internet service.