



PUBLIC SERVICE ANNOUNCEMENT

For Immediate Release
October 17, 2012

For More Information:
City Manager: 228-0435

MARQUETTE IS 400TH MARKET TO RECEIVE 4G SERVICE

Verizon Wireless has chosen Marquette, Michigan as its symbolic 400th 4G LTE market because it represents the growth of the nation's largest 4G LTE network beyond America's largest cities and helps to expand its reach to every corner of the United States. 4G LTE is the fourth generation of wireless network technology featuring greater bandwidth and faster speeds than previous wireless networks. Verizon Wireless service was first made available in Marquette in 2009 when the company acquired Alltel. In November of that year, the company opened its first store in Marquette, and continued to work on expanding its network across the Upper Peninsula, opening stores in Escanaba, Houghton and Iron Mountain.

A celebration of this milestone will be held at the Verizon Wireless store at 2840 US 41 from noon until 1:00 p.m. on October 18th. Verizon staff from both the regional and national headquarters will be on hand to talk about the significance of 4G and what it means for Marquette. In addition to the presentation, Verizon will be giving money in support of various programs to combat domestic violence, and to Northern Michigan University for its CITE program. They will also give away 10 4G LTE devices to community members who participate in their 4G LTE Pin Hunt.

#