



Media Release

2 November 2021

Sure offers half-price broadband to local charities

Sure is offering charities around the Bailiwick 50% off all broadband plans, as part of the company's continued ambition to help the local community. The discount is the first of its kind and reflects a major milestone in the support of local charitable activities.

The initiative has been introduced by Sure to ease the financial burden on charities and allow them to channel more funding towards making a meaningful impact in the community.

Successful charities will be able to choose the broadband plan most appropriate for their needs, and the discount will be applied accordingly. Sure wants to give organisations as much choice as possible, while still helping to cover the essential cost of a strong internet connection.

Any registered Guernsey charity may apply providing the broadband service account is in the name of the organisation and its registered address. If this criteria is met, a simple webform needs to be completed online to initiate the application process.

Charlotte Dunsterville, Chief Consumer Officer at Sure, said: "Broadband is essential to the ongoing work of many charities and this saving will enable them to use vital funds elsewhere. We're proud to support our island communities through the Sure Community Foundation and this discount is the latest way for Sure to make a difference. We hope many different charities take up our offer, and we look forward to supporting good causes that are new to us as well as those we already help.

"The pandemic has demonstrated just how important connection is. Sure's new initiative will ensure that charities maintain stable internet connections that allow them to offer their invaluable online services, at half the cost."

Charities can apply at sure.com/guernsey/charity-broadband by completing a short webform.

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Notes to editors:

About Sure

www.sure.com

Twitter: <https://twitter.com/SureGuernsey?lang=en>

Facebook: <https://www.facebook.com/SureGsy/>

LinkedIn: <https://www.linkedin.com/company/surebusiness/?viewAsMember=true>

Headquartered in Guernsey, Sure provides telecommunications and related services across the Channel Islands, the Isle of Man and in the British Overseas Territories of Ascension, Falklands, Saint Helena and Diego Garcia.

Sure provides fixed voice, mobile, broadband and Cloud services in the Channel Islands and Isle of Man. In the British Overseas Territories, Sure operates under exclusive licences with full-feature networks delivering voice, broadband data services and, in certain markets, TV.

The corporate division of the business, Sure International, specialises in offshore connectivity, enabling those companies that operate in the islands to reliably and efficiently connect and transact with their global partners.

Sure's approach to business is based on its values of simplicity, trust, one team and customer-driven. The last of these values has resulted in annual multi-million-pound investments to provide customers with the best and latest services to meet their needs.

Sure is a member of the Batelco Group, a leading telecommunications provider to 13 markets spanning the Middle East & Northern Africa, Europe and the South Atlantic and Indian Ocean.