

News Release

Brightspeed and Stay Plugged In Launch Bright Future Tech Lab Contest in North Carolina

Winning school will receive fully equipped cutting-edge technology lab for next-gen learning

CHARLOTTE, N.C. — August 28, 2025 — [Brightspeed](#), the nation's third-largest fiber broadband builder, and [Stay Plugged In](#), a leading esports recruiting organization focused on providing educational and career opportunities to high school students, today announced the launch of the Bright Future Tech Lab contest in North Carolina. The contest is the second partnership between Brightspeed and Stay Plugged In to bring cutting-edge technology labs to schools that need it.

The contest, open to public high schools within Brightspeed's service footprint in its home state, will award one winning school a fully equipped technology lab with state-of-the-art computers, gaming equipment and furniture. The lab is designed to spark creativity, foster innovation and prepare students for future-ready careers through the fusion of technology, STEM education and advanced connectivity.

"The Bright Future Tech Lab Contest is more than a program. It's a bold step toward transforming how students prepare for success in a digital-first world," said Tali Kulbeda, head of local marketing at Brightspeed. "By combining our powerful fiber broadband with cutting-edge esports, digital learning and advanced tech resources, we're equipping schools to unlock limitless opportunities for innovation, education and leadership."

Schools in Brightspeed's North Carolina service area may register and earn points by engaging their communities through social media. To qualify, schools must be registered by a participant on the official contest website, then they must post content with the official hashtag #BrightFutureContest, include the high school's name or school spirit gear, and tag both Brightspeed and Stay Plugged In. The top three finalists will be announced October 13, 2025.

"At Stay Plugged In, we know technology, digital learning, and esports aren't just about competition—they're a launchpad for education, careers and community," said Stay Plugged In Managing Director, Rick Suarez. "By partnering with Brightspeed, we're creating a game-changing opportunity where students don't just connect online, they gain cutting-edge tools, experiences and skills that give them a powerful head start on the future."

The winning school will receive a custom-designed technology lab that includes:

- High-powered gaming PCs and consoles
- Access to Stay Plugged In's college recruiting portal
- STEM-focused, project-based learning curricula
- Additional resources to support technology learning and digital literacy

For full contest rules and registration, visit <https://brightfuture.staypluggedin.com/>.

About Brightspeed

Headquartered in Charlotte, N.C. and with assets and associated operations in 20 states, Brightspeed provides broadband and telecommunications services through a network platform capable of serving more than 7.3 million homes and businesses. Our nearly 4,000 employees are committed to building a future where more communities benefit from a more connected life, deploying a state-of-the-art fiber network and a customer experience that makes being connected as simple as it should be. For more information, please visit www.brightspeed.com.

About Stay Plugged In

Stay Plugged In is dedicated to creating educational and career opportunities for high school students through esports, CTE, and STEM programs. Established in 2020, Stay Plugged In has been named the leading esports recruiting platform in the U.S. for three consecutive years, generating more than \$40 million in scholarship benefits for its student members. The organization fosters a supportive and inclusive environment for students of all levels—empowering growth, learning, and community through gaming.

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