

News Release

Brightspeed Fiber Internet is Coming to Cumberland, Wisconsin

Company brings ultra-fast fiber internet to Barron County, the latest community in northwestern Wisconsin to receive access to multi-gig-speed, fiber-to-the-home internet

CHARLOTTE, N.C. — July 28, 2026 — Fast internet isn't a luxury; it's an essential for families trying to work from home, students needing reliable access for schoolwork and small businesses looking to grow. That's why [Brightspeed](#), the nation's third-largest fiber broadband builder, is investing in Cumberland and surrounding rural areas in Wisconsin, bringing the nation's fastest internet (highspeedinternet.com)* to the area and expanding access to the tools people need to thrive.

Through this expansion, nearly 4,000 homes and businesses in Cumberland will gain access to Brightspeed's multi-gig-speed fiber internet, part of the company's broader effort to connect more than 213,000 locations across Wisconsin.

Cumberland is joined by neighboring communities like Chetek, where Brightspeed is already building fiber for roughly 2,000 locations.

What's Next in Cumberland?

Over the coming months, residents will begin to see our Brightspeed trucks and authorized crews rolling into their neighborhoods. Crews may dig, bore underground, or work on existing utility poles to connect them to Brightspeed's state-of-the-art network, which has a 4.4-star rating on Trustpilot and more than 19,650 five-star reviews** to more communities across the state.

Once construction is complete, families and business owners can meet directly with Brightspeed representatives, who will be in the area to spread the word about the availability of Brightspeed Fiber Internet.

Check Availability & Get Connected

For Barron County, this investment represents more than fast speeds. It's about creating new opportunities for families who have historically been left behind.

Brightspeed offers various internet speed plans to choose from. Residents and businesses in Wisconsin can check if Brightspeed Fiber Internet is available in their area by visiting www.brightspeed.com.

*The fastest internet based on the average download speeds measured by highspeedinternet.com speed tests (5/19/26-5/18/27).

**As of 7/1/2026 on [Trustpilot](#)

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.

Brightspeed

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