



# Citizens NEWS

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## **CITIZENS ENHANCES SPIRIT OF SERVICE HERITAGE**

FLOYD, VA – For more than 90 years, Citizens has strived to better the communications service in the areas it serves. Throughout the years, Citizens’ has expanded its family of services from basic telephone service to include a selection of voice, video, and data products. The cooperative has also expanded into 17 other territories in Southwest Virginia beyond its Floyd County roots. Though technology is ever changing, the one thing that remains constant at Citizens is the spirit of service within the workforce.

The company’s history refers to this *spirit* in 1914 when a group of civic-minded citizens decided that dependable, affordable telephone service was a necessity for the area. They organized a member-owned telephone cooperative in Floyd, Virginia. Today, Citizens serves over 20,000 customers in 17 counties. There are over 875 route miles of cable with over \$19 million invested in the telephone facilities. Citizens has expanded beyond local telephone service and now offers long distance, high-speed internet, dial-up internet, and television programming.

Citizens’ growth aspirations are coming to fruition with a newly opened office in Fort Chiswell. This is the first retail office outside of the Floyd County boundaries. “These are exciting times in our mission to provide quality service, excellent support, and advanced technology,” states Gerald Gallimore, General Manager.

Citizens wants to hold on to its heritage by launching a vision of the *Spirit of Service* to the community. In months to come, Citizens will unveil the elements of the *Spirit of Service* through newsletters, bill inserts, a newly designed website, marketing brochures, and the 2005 telephone directory.

According to Robert Weeks, Marketing Manager, “our mission: ‘to provide quality service, excellent support, and advanced technology,’ is at the core of all that we do. The vision of our *Spirit of Service* is to capture stories that have made and that will create a legacy for the next generation at Citizens. We invite lots of community participation.”

For more information about Citizens, visit [www.citizens.coop](http://www.citizens.coop) or call the Floyd office at (540) 745-2111 or the Ft. Chiswell office at (276) 637-6485.