



PRESS KIT



www.gimmefibre.eu
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Fibre to the Home
Council **Europe**



About the FTTH Council Europe

The FTTH Council Europe is a non-profit organisation with a mission to accelerate ubiquitous, fibre-based connectivity for a competitive Gigabit Society.

Fibre-based infrastructure is the only future-proof foundation enabling fixed and wireless Giga-networks and a plethora of new innovative technologies and services, and is the prerequisite for Europe's global digital competitiveness and sustainability.

Our vision is that fibre connectivity will transform and enhance the way we live, do business and interact, connecting everyone and everything, everywhere.

The FTTH Council Europe consists of 150 member companies. Our members are mostly organisations deploying FTTH, and manufacturers of FTTH solutions. In addition we have some academic institutions on board, and we also welcome members from sectors such as media and eHealth. The members of the FTTH Council Europe are at the core of all activities.





Introducing the "Gimme Fibre Day"

Since 2013, 4 November has been the worldwide "Gimme Fibre Day"! This annual event was created by the FTTH Council Global Alliance (including the five FTTH Councils: Africa, Americas, APAC, Europe and MENA) to celebrate the **only future-proof broadband access solution**, showcase how fibre has **positively impacted** individuals and their communities across the world in terms of economy, society and quality of life.

On this day, a series of activities around the globe will remind policy makers, operators and end-users that FTTH is more than just faster internet – it is a revolution of how we make business, how we communicate and how we live our daily life.

**"We want fibre to the home,
and we want it now!"**





The Story

4 November is the birthdate of Nobel Prize winner Sir Charles Kuen Kao, the man who changed the way the world communicates and was awarded the 2009 Nobel Prize in Physics for "ground-breaking achievements concerning the transmission of light in fibres for optical communication".

"Thank you for honouring Professor Kao on his birthday - he will be 80 years old this year", declared Mrs. Gwen Kao, Professor Charles Kao's wife. "Back in the early days, when he announced that optical fibre would change the world, I laughed at him and joked about a Nobel Prize! Decades later, we live in a high-tech world so full of creativity, where products improve so fast that items become obsolete overnight. We are finally able to fully appreciate the impact of his vision. He would be very touched if he understood the event, but he has been the event, but he has been

suffering from Alzheimer's disease for the last 11 years. On his behalf, I wish you a successful Gimme Fibre Day!"

The FTTH Council Europe invites people all over the world to join this initiative and support it by planning special activities on 4 November. It is up to them and their creativity how to celebrate the "Gimme Fibre Day". Send a press release, launch a product, give a special discount on fibre connections, hand out goodies or communicate on social media – any idea and any activity is welcome!

The FTTH Council Europe will collect all the activities and list them on our dedicated "www.gimmefibre.eu" website. People just have to send a short message to gimmefibre@ftthcouncil.eu to inform us about their plans.

Download the Gimme Fibre Day Kit to customize your activity at: www.gimmefibre.eu



How to be part of this event?

We encourage people all over the world to organise their own Gimme Fibre activity on 4 November and let us know what they are up to.

Companies, individuals, policymakers, institutions and really anyone that show commitment to FTTH are invited to organise events, product launches, special customer offers, etc. We just ask for them to send us the details of their actions by e-mail to gimmefibre@ftthcouncil.eu and your event will feature in our online Gimme Fibre Day programme.

Everyone can request Gimme Fibre Day visuals kit by sending an email to gimmefibre@ftthcouncil.eu and promote YOUR day however you want.



Save the date for the coming years!



For more information on Gimme Fibre Day and the FTTH Council Europe, please contact our Communications & Public Affairs Manager:



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