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Surf Internet Wins 2026 BBB Torch Award for Ethics

Company recognized for business integrity among more than 160 nominations across Northern Indiana

ELKHART, Ind. (Oct. 23, 2026) – Surf Internet®, a leading fiber-optic internet provider serving Indiana, Illinois and Michigan, has received a 2026 Torch Award for Ethics from the Better Business Bureau Serving Northern Indiana. Surf was one of three businesses named winners in the Business of Integrity category, alongside Sky Point Social Services and Sweetwater, during an awards ceremony Thursday, Oct. 22, in Fort Wayne.

The annual awards recognize businesses, nonprofit organizations and individuals that demonstrate outstanding character, organizational culture, customer care and community involvement. This year's program drew more than 160 nominations from the BBB's 23-county service area, and an independent panel of judges selected six winners across three categories.

"Trust isn't something a business can simply claim. It's something you have to earn through your actions, day after day," said Gene Crusie, CEO of Surf Internet. "We've worked hard to build a company where doing the right thing guides our decisions, whether we're serving a customer, supporting an employee or investing in a community. This recognition means a great deal because it reflects the commitment our team brings to that work every day."

Surf's nomination highlighted its commitment to transparent customer policies, local customer support, expanding broadband access in underserved communities and charitable involvement throughout the region.

Accepting the award on Surf's behalf, Joel Richardson, Director of Customer Care, emphasized the role of the company's frontline employees.

"This award is primarily for them," Richardson said. "It's for our field technicians, our care teams and everyone whose work touches the lives of people in the communities we serve."

"What makes these awards so special is the people behind them," BBB President and CEO Jan Diaz said in a statement. "Our winners and finalists show us what it means to do the right thing, not just when it's easy, but every day."

The BBB Charitable & Educational Foundation hosted the awards presentation at the Allen County War Memorial Coliseum in Fort Wayne. The foundation supports ethics education and community engagement throughout Northern Indiana.

To learn more about Surf Internet and its services across the Great Lakes region, visit SurfInternet.com.

About Surf Internet
Surf Internet is an innovative fiber-optic internet company that serves as the essential gateway to connectivity across the Great Lakes region of Illinois, Indiana, and Michigan. The company is building a bridge to the wide-open future by delivering high-speed, reliable internet to homes and businesses in underserved, rural communities. Surf's 350-plus-person team is local, giving them an edge when it comes to customer care and advocacy for the region. Headquartered in Elkhart, Ind., Surf also has offices in La Porte, Ind., Byron Center and Fowlerville, Mich., and Coal City, Naperville, and Rock Falls, Ill. Learn more at https://surfinternet.com.

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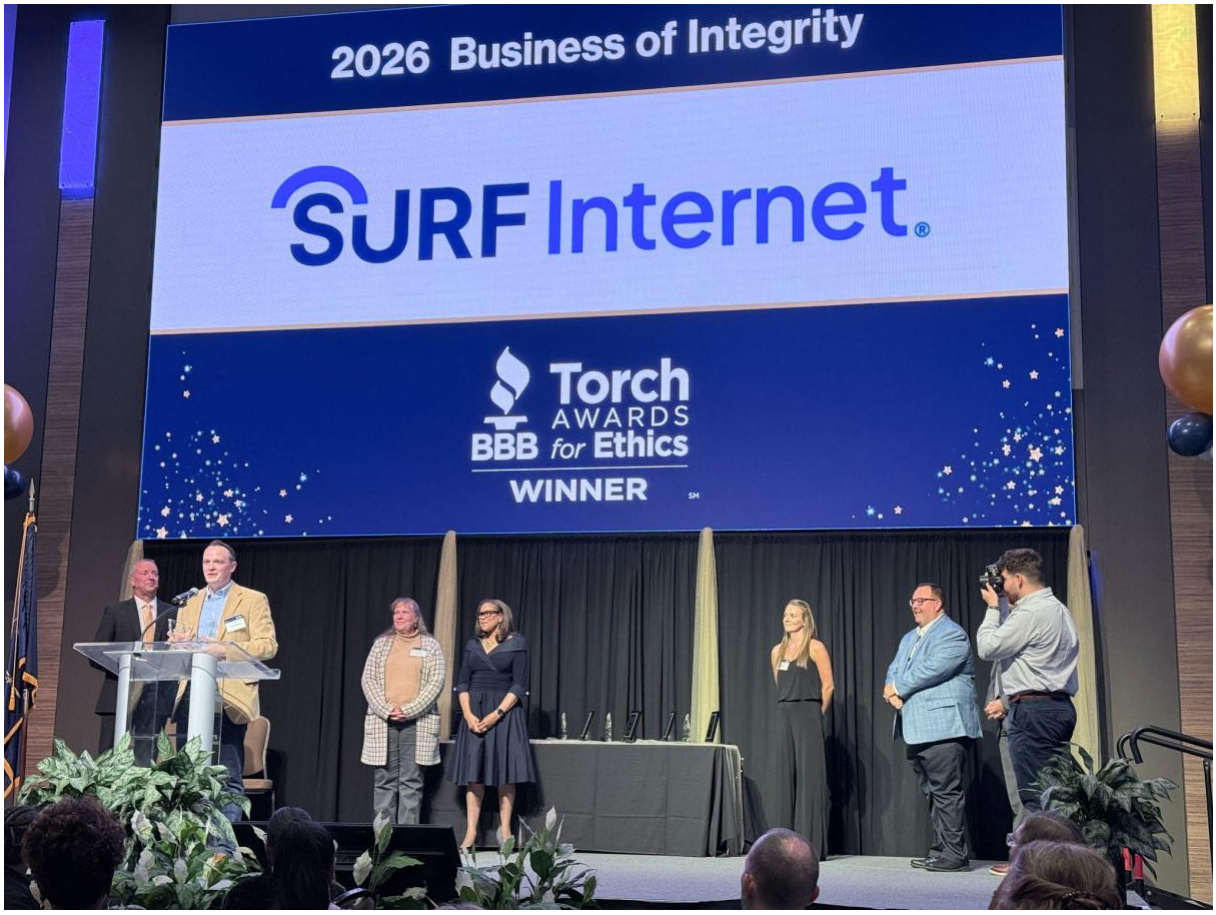


PHOTO CAPTION: Joel Richardson, Director of Customer Care at Surf Internet, accepts a 2026 BBB Torch Award for Ethics in the Business of Integrity category on behalf of the company. The award was presented Oct. 22 at the Allen County War Memorial Coliseum in Fort Wayne.