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Surf Internet Launches Fiber-Optic Service in Sparta, Michigan

Ribbon-cutting celebrates fiber service for 1,200 homes in Sparta as Surf expands across Kent County

SPARTA, Mich., September 18, 2025 – [Surf Internet](https://surfinet.net)® announced today that high-speed fiber-optic internet service is now available to more than 1,200 homes in Sparta, part of the company’s growing presence in Kent County. The milestone was marked with a ribbon-cutting ceremony on September 10 at the Sparta Chamber of Commerce, with local officials and community leaders in attendance.

The event follows a groundbreaking held in September 2024 that kicked off construction of Surf’s multi-gig fiber network in the community.

“We stood here a year ago breaking ground, and today families and businesses in Sparta are connected to fiber internet,” said Surf CEO Gene Crusie. “This kind of progress is why we invest in communities like Sparta—because having access to fast, reliable internet changes how people learn, work, and grow their businesses.”

“We are excited to welcome Surf Internet to the Sparta community,” said Jim Lower, village manager. “Having additional reliable, high-speed internet options is a great benefit for both our residents and our businesses. We are pleased to have Surf Internet as a valued member of our business community and wish them much success here in Sparta.”

In Sparta, Surf’s fiber service includes speeds up to 2 Gig, with no contracts, unlimited data, and a price-lock guarantee. Plans are designed to support everything from working and learning at home to streaming, video conferencing, and gaming—all with the reliability of a fiber connection. Residents can visit surfinet.net to check availability at their address.

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 300-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://surfinet.net>.

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CAPTION: Surf Internet joined local officials and community leaders for a ribbon-cutting at the Sparta Chamber of Commerce on September 10, celebrating the launch of fiber-optic service to more than 1,200 homes in Sparta. Pictured (L to R): Michelle Cooper, SERVPRO of Southwest and Northwest Grand Rapids; Tom Penland, Tom's Hometown Bakery; Tina Clipfell, Surf Internet; Jim Lower, Village of Sparta; MaryAnn Wright, Wright Way Appraisal Service; and Elizabeth Morse, Sparta Chamber of Commerce and Downtown Development Authority.