



Breezeline Supports Students in Competition to Bridge the Digital Divide

Graduate students propose strategies to promote broadband adoption

QUINCY, Mass., – April 24, 2024 – Student teams from leading university business schools will present their proposals to help close the digital divide and promote broadband adoption during a live [Broadband Equity Challenge](#) competition on April 25.

Students enrolled in MBA programs at Pace University’s Lubin School of Business, Drexel University’s Lebow School of Business and Denver University’s Daniels School of Business will participate in the live, virtual competition before a judges panel of industry executives and an audience including corporate recruiters.

The teams will compete for a top prize of \$5,000, which can be used to help offset tuition costs. To prepare for the competition, participating students conduct extensive research and receive insights about broadband and emerging technologies from industry experts.

Judges for the spring competition are Shaun Blake, vice president products and programming for Breezeline; Marva Johnson, group vice president for Charter Communications; and Nomi Bergman, president, Advance/Newhouse Partnership.

Breezeline is a lead sponsor, and sponsorship proceeds will help defray event costs and fund prizes for the student participants. In addition, sponsoring companies receive student resumes so that they can be considered for future employment opportunities after graduation.

The competition, now in its 14th year, is held in the spring and fall semesters of each school year. The event is produced and hosted by Craig Leddy, media and technology educator and president of [Interactive TV Works, Inc.](#)

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About Breezeline

Breezeline is the eighth-largest cable operator in the United States. The company provides its residential and business customers with Internet, TV, and Voice services in 13 states: Connecticut, Delaware, Florida, Maine, Maryland, Massachusetts, New Hampshire, New York, Ohio, Pennsylvania, South Carolina, Virginia and West Virginia. Breezeline is a subsidiary of Cogeco Communications (TSX: CCA), which also operates in Canada, under the Cogeco Connexion name.

About Interactive TV Works, Inc. and Interactive Case Competition

Interactive TV Works, Inc. is an independent consultancy dedicated to promoting an understanding of advanced media technologies and services. Based outside of New York City, its signature event is the twice-annual Interactive Case Competition.