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FOR IMMEDIATE RELEASE

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**BELD INTERNET LAUNCHES “STREAMING 101” EDUCATIONAL WEBSITE
TO HELP CUSTOMERS REPLACE CABLE AND SAVE UP TO \$1,000+ PER YEAR**

BRAINTREE, MA – BELD Internet (formerly known as BELD Broadband) has unveiled an educational campaign to help Braintree residents replace their cable service and save up to \$1,000 or more per year. This launch coincides with the availability of BELD’s Gig-speed Internet service.

Featuring real Braintree residents posed as boxers, the “K.O. Cable” campaign and website, BELDinternet.com, will educate customers about the nationwide trend of replacing cable with Internet-based streaming services. People who “cut the cord” on cable can save up to \$100 or more each month to watch the same programs on their same TV sets, according to BELD General Manager Bill Bottiggi.

“As of December 2, 2019, BELD will no longer offer cable television service due to costs beyond our control,” Bottiggi said. “So for any Braintree resident thinking about cutting the cord, now’s the time and we’ll coach you through it with straightforward, step-by-step guidance.”

Bottiggi explained that television networks require cable companies to package less-watched channels with popular ones. Alternatively, viewers who stream live TV and on-demand content can choose and pay for the programming they want to watch. Most streaming services generally cost much less than cable and eliminate the need for cable wires and unwieldy boxes (and their rental fees) on every TV. In all, streaming can save customers up to \$1,000 or more each year.

The BELDInternet.com site teaches visitors how to stream Boston sports and news, national networks, on-demand movies, as well as the Hallmark Channel, HGTV and other Braintree cable favorites.

It also provides a before-and-after bill comparison, information on free streaming-device installation, and promotional pricing for BELD Internet plans up to 1 Gigabit per second.

For complete details—including the promotional rates available to both new and current customers—visit BELDInternet.com or call BELD at 781.348.BELD (2353).

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