

Brownlee brothers to help Quickline bring rural communities up to speed with broadband

Celebrated triathletes the Brownlee brothers have teamed up with East Yorkshire's Quickline Communications to promote its game-changing rural broadband.

Alistair and Jonny Brownlee are working with the [Willerby](#) specialist to spread the word about the company's rural roll-out, with the starting pistol to be fired on a first-ever television advertising campaign next month.

Elder brother Alistair famously helped Jonny over the finish line at the World Triathlon Series in Mexico in 2016, a selfless act that instantly became one of the defining images of modern-day sport. And the Willerby team see that move by Alistair to make sure Jonny wasn't left behind as reflecting Quickline's approach to digital connectivity outside major towns and cities.

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Quickline chief executive [Sean Royce](#) said: "The Brownlee brothers are true British sporting heroes and outstanding role models. Their dedication and passion for their sport is matched by their character and values, making them the perfect choice as ambassadors for Quickline. There's also great synergy with our shared belief that no-one should be left behind, making this an ideal partnership."

The West Yorkshire athletes became the first brothers since 1908 to share the Olympic podium at London 2012. They have

gone on to found the Brownlee Foundation, working with communities to inspire children from all backgrounds to enjoy sport, and encouraging them to lead active lifestyles.



The Brownlee brothers taking part in filming for Quickline Communications' new campaign to highlight the benefits of its rural broadband services.

Alistair said: "We passionately believe that everyone deserves the same opportunities in life, whether that's in sport, education or digital connectivity. We really admire what Quickline are doing to make sure rural communities across Yorkshire and Lincolnshire get the internet speeds they need, so we're delighted to support them to raise awareness."

Jonny said: "Our roots are in the North, so we understand how important it is for rural communities. We've always strived to be the best we can as athletes and Quickline are striving to provide the best internet service they can to these

communities, which is why we're proud to be playing our part."

Alongside the television advert there will be a dedicated social media campaign featuring the brothers.

Kat Jeffery, head of marketing at Quickline, said: "Our new partnership with the Brownlee brothers is a perfect fit. Alistair and Jonny share our values and belief that no-one should be left behind or settle for second best. We're delighted they're working with us to spread our message and to promote the urgent need for improved broadband provision in rural areas.

"The TV commercial is a first for Quickline and will reach an audience of millions."

While more than 300,000 premises are now passed by Quickline, using a hybrid of its industry-leading fixed wireless and full fibre technology, the team are aware the advert will be seen by those not currently served. Should there be enough demand then it will strive to get to those locations.



Quickline Communications chief executive Sean Royce and head of marketing Kat Jeffery, with Jonny Brownlee, left, and Alistair Brownlee, right. The Brownlee brothers have teamed up with Quickline to promote its game-changing rural broadband. (Image: R&R Studio)

The [Canadian investment house-backed](#) company is in the midst of a [major network expansion](#) from the North Yorkshire Moors to the Lincolnshire Wolds.

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