RED CLIFF, AT&T LAUNCH CELL TOWER
BRINGS CELL SERVICE TO BAYFIELD PENINSULA

- Red Cliff, Wisconsin

January 31, 2020

This morning AT&T and FirstNet have officially launched cellular and wireless broadband service to Red Cliff and the surrounding areas on the Bayfield Peninsula and Apostle Islands.

The cell tower now provides cellular service for public use, and will be used by first responders for emergency communications.

This has been a year in construction and a lengthy process since the first time the Tribe spoke with First Net. The Red Cliff Band broke ground on the cell tower construction site in May of 2019, and has been eagerly awaiting this moment.

Theron Rutyna, Red Cliff IT Director, has been a driving force behind advancing cell communications on the reservation.

"The cell tower has represented a significant amount of work for both the Tribe and AT&T. As the first cell tower that First Net and AT&T have built from the ground up on Tribal lands, there have been many hurdles and challenges to overcome," said Rutyna. "Red Cliff tribal members, employees, and associates have done everything from turning bolts to plowing roads to making sure that the contractors felt welcome in the area."

The launching of the cell tower now provides Tribal Members living on the reservation the ability to communicate electronically on a constant daily basis, and will lead to drastically faster emergency response times.

"The tower coming online today represents a new day for broadband and technology in Red Cliff, and in Indian Country overall," Rutyna said.

Tribal Members searching for a phone provider can visit the AT&T store on Tower Avenue in Superior, or at several locations in Duluth. Mobile phones are also available at Walmart

Red Cliff would like to thank AT&T and FirstNet for helping the Tribe to become the first tribal consultation in the United States, and to bring this service to our community.

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“The Hub of the Chippewa Nation”