

## AT&T TO ANNOUNCE LAUNCH OF FREE WI-FI SERVICE AT RUMSEY PLAYFIELD IN CENTRAL PARK

*New Hotspot Continues Expansion of Free AT&T Wi-Fi to  
Multiple Parks for New Yorkers*

**WHAT:** AT&T\* today will announce the launch of free AT&T Wi-Fi service at Rumsey Playfield in Central Park, where each summer thousands of music and performance arts fans gather for free concerts, dance, theater and family performances at City Parks Foundation's SummerStage. AT&T is the official sponsor of SummerStage 2011. The launch is part of a five-year digital initiative with Mayor Michael R. Bloomberg to provide free Wi-Fi at 26 locations in 20 New York City parks across the five boroughs.

**WHO:** AT&T and City Parks Foundation

**WHEN:** Sunday, Aug. 7 at 3:00 p.m., before Friendly Fires performs

**WHERE:** Rumsey Playfield Main Stage  
(Enter park at 72nd Street and 5th Avenue on the East Side or at 72nd Street and Central Park West on the West Side.)

### ADDITIONAL INFORMATION:

New Yorkers can now access AT&T Wi-Fi free of charge at Rumsey Playfield. AT&T Wi-Fi is also available at Battery Bosque in Battery Park, areas of Thomas Jefferson Park in East Harlem and Joyce Kilmer Park in the Bronx, with additional park locations to follow throughout the summer. New Yorkers will be able to stay connected with their smartphones, tablets and other Wi-Fi enabled devices as they enjoy everything City parks have to offer.

AT&T Wi-Fi at city parks is free for all users. Using their smartphones and other devices, most AT&T customers will be able to automatically connect and switch seamlessly between AT&T's Wi-Fi and

wireless networks. Virtually all new AT&T smartphones come equipped with Wi-Fi technology, and Wi-Fi use doesn't count toward customers' smartphone data plans.

## **QUOTES:**

"We are very excited that the festival's presenting partner AT&T is providing free Wi-Fi access to our tens of thousands of fans, among other visitors to Rumsey Playfield," said SummerStage Executive Producer, James Burke. "SummerStage has always been about creating communities, and we are thrilled to offer New Yorkers new ways to connect with us and one another this season."

"Through the free Wi-Fi initiative, we are building on our commitment to helping New Yorkers stay connected and what better place to do that than at Rumsey Playfield in Central Park where thousands of people visit each year to attend SummerStage and other events," said Tom DeVito, AT&T Vice President and General Manager for New York and New Jersey. "As more consumers are connecting to Wi-Fi on their devices, we're committed to delivering the best possible mobile broadband experience."

## **ABOUT AT&T WI-FI:**

In addition to New York City parks, AT&T offers Wi-Fi hotspots and hotzones across the city. [New York City Times Square](#) was the site of the very first AT&T Wi-Fi Hot Zone, and AT&T has added hotzones [near Rockefeller Center, near St. Patrick's Cathedral](#), along Park Avenue and near the Ed Sullivan Theater. AT&T Wi-Fi Hot Zones supplement mobile broadband coverage in areas with consistently high traffic.

AT&T operates the nation's largest Wi-Fi network\*\* with [nearly 27,000 AT&T Wi-Fi Hot Spots](#) at popular restaurants, hotels, bookstores and retailers, including more than 515 hotspot locations in the New York metro area.

## Additional Information

### Web Site Links

[AT&T Web Site](#)  
[AT&T Wi-Fi](#)  
[AT&T Wi-Fi Access](#)  
[NYC Dept. of Parks and Recreation](#)

### Related Media Kits:

[AT&T Wi-Fi](#)  
[AT&T Network News](#)

### Related Releases:

[Mayor Bloomberg and AT&T Chairman and CEO Randall Stephenson Launch Free Wi-Fi Service in 20 New York City Parks](#)  
[AT&T Launches Major Wi-Fi Initiative to Deploy More Hotzones in Key Markets](#)  
[AT&T Expands Wi-Fi Hotzone Pilot Project to Additional Cities](#)

### Related Fact Sheets:

[AT&T Wi-Fi Milestones](#)  
[AT&T Wi-Fi in NYC Parks Announcement \(video\)](#)

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*\*\* Largest based on company branded and operated hotspots. Access includes AT&T Wi-Fi Basic. A Wi-Fi enabled device required. Other restrictions apply. See [www.attwifi.com](http://www.attwifi.com) for details and locations.*

## About AT&T

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