



## DARIUS RUCKER TO HEADLINE UPCOUNTRY FIBER'S CHARITY CONCERT, SOUTHERN FRIED CIRCUIT

Pickens, SC – February 06, 2023 – [Upcountry Fiber](#) announces that three-time Grammy Award-winning country star [Darius Rucker](#) will headline its [Southern Fried Circuit](#) charity concert benefitting [Upcountry Fiber Foundation](#), the company's charitable arm and permanent endowment, on July 28 at the William A. Floyd Amphitheater at the Civic Center of Anderson in Anderson, S.C.

Upcountry Fiber, an internet service provider that bridges the digital divide by bringing broadband internet service to rural and other under and unserved communities, was created in 2020 through a partnership between [Blue Ridge Electric Co-op](#) (BREC) and [WCFIBER](#), a subsidiary of [West Carolina Rural Telephone Cooperative](#). Upcountry Fiber Foundation was launched in September 2022 as a way to give back to Upstate philanthropic organizations.

"We are thrilled that South Carolina's own Darius Rucker will be performing at our charity concert," said Jim Lovinggood, chief executive officer of BREC. "His vision as a philanthropist aligns well with our foundation's, which is why there is no one better to be our headlining entertainer than Darius Rucker."

Upcountry Fiber Foundation is focused on funding non-profits that serve the community in education, youth, culture, arts, and health and human services areas, as the foundation is committed to creating a stronger connection between the organizations that link people and businesses with areas of need. The footprint it serves is Anderson, Greenville, Oconee, Pickens and Spartanburg counties.

"When you buy a ticket to Southern Fried Circuit, you are giving back to local charities that are helping to change lives here in the Upstate," said Jeff Wilson, president and CEO of WCFIBER. "Local utilities cooperatives like ours have supported the communities where we work and live for decades. Launching the foundation and hosting Southern Fried Circuit enables us to create a long-term, sustainable investment in Upstate charities."

Pre-sales begin February 7 with tickets on sale to the public sale February 10 at [SouthernFriedCircuit.com](#). Tickets to After Glow, an exclusive ticketed post-concert party featuring food, drinks, more music and an unforgettable atmosphere are also available for purchase. Sponsorship opportunities are available.

### **About Upcountry Fiber Foundation**

The [Upcountry Fiber Foundation](#) (UFF) is a separate 501(c)(3) nonprofit organization that serves as the philanthropic arm of Upcountry Fiber. Founded in Spring 2022 by Upcountry Fiber's two governing organizations, [Blue Ridge Electric Cooperative](#) and [WCFIBER](#), UFF established a permanent endowment that will enrich the lives of residents in the Upcountry Fiber and Blue Ridge Electric Cooperative service territories. UFF will proudly offer financial support to philanthropic organizations that serve the community in the interests of education, youth, culture, arts, health, and human services.

### **About Upcountry Fiber**

[Upcountry Fiber](#) is a high-speed fiber internet provider to the five counties of Anderson, Greenville, Oconee, Pickens, and Spartanburg. Established in Fall 2020, Upcountry Fiber is the product of a partnership between [Blue Ridge Electric Cooperative](#) and [WCFIBER](#), a subsidiary of West Carolina Telephone Cooperative. Founded by organizations created to electrify and connect rural areas of South Carolina; decades later, Upcountry Fiber's mission is to bridge the digital divide. Offering symmetrical internet speeds up to 1 Gbps over a fiber network, Upcountry Fiber has the fastest and most reliable high-speed internet in the area. To learn more about Upcountry Fiber, visit us at [www.UpcountryFiber.com](http://www.UpcountryFiber.com).

### **About Darius Rucker**

Rucker first achieved multi-Platinum status in the music industry as lead singer and rhythm guitarist of the GRAMMY Award-winning band Hootie & the Blowfish, who have sold more than 25 million albums worldwide including their Double Diamond-certified (21x Platinum) debut Cracked Rear View, which remains among the Top 10 best-selling studio albums of all time. Since releasing his first Country album in 2008, Rucker has earned a whole new legion of fans with four No. 1 albums on the Billboard Country chart, including RIAA Platinum-certified Learn to Live and True Believers, plus 10 No. 1 singles at Country radio and 11 Gold, Platinum or multi-Platinum certified hits. Rucker was inducted as a Grand Ole Opry member in 2012 and in 2014 he won his third career GRAMMY Award for Best Solo Country Performance with his Diamond-certified (11x Platinum) version of "Wagon Wheel," one of the Top 5 best-selling Country songs of all time. He co-hosted the 54th annual CMA Awards in 2020 and topped the charts at Country radio once again with "Beers And Sunshine" in 2021. New songs "Same Beer Different Problem" and "Ol' Church Hymn" (featuring Chapel Hart) are available everywhere now as Rucker puts the finishing touches on a forthcoming album.

As a lifelong philanthropist, Rucker co-chaired the capital campaign that generated \$150 million to help build the new MUSC Shawn Jenkins Children's Hospital in his hometown of Charleston, S.C. and has raised over \$3 million for St. Jude Children's Research Hospital through his annual Darius & Friends benefit concert and golf tournament. In addition, Rucker has advocated for over 200 charitable causes supporting public education and junior golf programs in South Carolina through the Hootie & the Blowfish Foundation and serves as a National Chair for the National Museum of African American Music in Nashville, Tenn. Rucker is also an avid sports fan, with his NFL x Darius Rucker Collection by Fanatics apparel line available at NFLshop.com, and he is part of the Music City Baseball investment group working to bring an MLB team to Tennessee in addition to serving as a partner at the MGC Sports & Entertainment agency.

For more information, visit [www.dariusrucker.com](http://www.dariusrucker.com) and follow on social media @DariusRucker.

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