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**March 1, 2023**  
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**FOR IMMEDIATE RELEASE**  
**COLORADO CENTRAL TELECOM LAUNCHES ITS NEW NAME AND BRAND, ARISTATA COMMUNICATIONS**

**Buena Vista, CO—** Today Colorado Central Telecom (CCT) launched its new name—Aristata Communications— along with its new logomark. Using the moniker “Community is our why. Connectivity is our medium,” the company’s new name and brand have been intentionally crafted to connect the communications company to its community roots and mission.

Aristata (*Pinus aristata*) is the scientific term for the Rocky Mountain bristlecone pine, a native conifer that grows in communities throughout the South-Central Rockies. Known for its resiliency, it thrives in some of Colorado’s most rugged terrain. The arrowhead incorporates the region’s historical roots—the first natives to the area were the Ute people—while the direction of the arrowhead points toward progress. The combined logomark is a nod to the region and the resilience of its people while tying in the importance of those who have come before us, community, and connectivity.

The rebrand and rename were driven by Aristata Communications’ new owner, Carlin Walsh, who acquired the company in July of 2022. For Carlin, community comes first. A fifth generation, rural Coloradan and longtime Chaffee County resident and business owner, Carlin is purposefully driven to give back to the town and people that helped raise him while working to create a strong, diversified economy throughout the region.

“The value of community and creating economic resiliency in our region beyond tourism has become my anchoring drive for work in my hometown and neighboring communities in the Central Rockies served by Aristata Communications,” shared Carlin.

Through Aristata Communications, Carlin and his skilled, local team seek to strengthen community roots, provide reliable, high-speed internet, and move the region forward while creating a positive and lasting impact for the generations ahead.

“We’re excited to launch our new brand and new company name under new ownership. We know we have important work ahead of us to remind our customers that our core values are actionable service promises. We are committed to doing what we say we’re going to do and providing reliable connectivity to the people and communities who depend upon us,” stated Aristata Communications’ Board Chair Michael Robinson.

**About Aristata Communications:**

*Aristata Communications, formerly Colorado Central Telecom, works to bridge the digital divide between urban and rural America. Today, the local company provides internet and communications services to nearly 5,000 customers throughout five counties in the Central and South-Central Rocky Mountains including Lake, Chaffee, Fremont, Custer, and Huerfano Counties. To learn more, visit [AristataCommunications.com](http://AristataCommunications.com)*

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