

Key Message	Fidium Sponsors Free Lyft Rides at WWBF in Katy, TX; local investment & impact
Primary Audience	Potential customers, potential business partners
Target Media (wire, local, industry)	Website, Local
Reviewers	<ul style="list-style-type: none"> • PR/Brand: Heather Anderson, Kirstin Toms • Red Thread: Amanda Conte, Emily Cummins Matusiak, Alyssa Bauer
Final Release approved:	



Fidium Brings Free Rides to Wild West Brew Fest
Fidium offers 300 free rides to keep Katy neighbors safely connected

KATY, TX – March XX, 2026 – [Fidium](#), a leading provider of 100% true fiber internet, is making sure the community stays connected and safe this festival season by offering free Lyft rides (up to \$25) for the first 300 guests at the [Wild West Brew Fest](#) on Saturday, March 28. As the festival’s official rideshare sponsor, Fidium is helping attendees enjoy the festivities at Typhoon Texas Waterpark with the peace of mind that a reliable ride is waiting.

Festival attendees can visit Fidium on-site at the rides share tent from 2 to 8 p.m. to arrange their ride home, play games, and win prizes while waiting for their Lyft. The partnership emphasizes Fidium’s dedication to the Katy community and its goal to offer secure and dependable connections.

“Fidium brings fiber connectivity, local investment, and lasting benefits to every community we serve, and we are thrilled to bring that commitment to life in the Katy area,” said Sarah Davis, Vice President of Market Development at Fidium. “As we continue to expand our 100% true fiber infrastructure across Texas, we aren’t just building a faster network; we’re investing in the people and events that make this region thrive.”

Serving the Greater Houston metropolitan area, Fidium is known for its award-winning reliability and high customer satisfaction, and was recently named the Best Internet Provider in Conroe by CNET. The company’s service is supported by the Fidium Promise, ensuring a transparent, high-quality experience for every customer.

“We want our guests to focus on the fun, the food, and the beer — not the logistics of getting home,” said David Loesch, Founder & Chairman of Wild West Brew Fest. “Fidium’s commitment to providing free rides is a total game-changer for the experience. They aren’t just sponsoring a festival; they’re acting as a true community partner that understands what it means to keep our Katy neighbors safe and connected.”

Event Details:

- **Date & Time:** Saturday, March 28 | 2–8 PM

- **Location:** Typhoon Texas Waterpark, Katy, TX
- **Offer:** Free Lyft rides (up to \$25) for the first 300 guests
- **On-site Activities:** Games, prizes, and information on Fidium's 100% true fiber internet

Fidium's "fiber-to-the-home" technology distinguishes itself from "fiber-powered" cable options by providing better reliability and speeds up to 40 times faster than cable. Katy area residents are no longer relegated to cable's unreliable internet which can experience buffering and slowdowns during peak hours.

About Fidium

Fidium is a next-generation fiber internet and network services company on a mission to be America's favorite fiber provider. Serving people and businesses that expect more from their connectivity, Fidium delivers lightning-fast, reliable internet that's refreshingly easy to use. With future-ready technology, a customer-first approach, and a growing national fiber footprint, Fidium is redefining what "better internet" means: fast speeds, simpler experiences, and service that's actually helpful.

Available in more than 700 communities nationwide, Fidium connects homes, enterprises, schools, hospitals, and data centers to the possibilities of fiber. Backed by one of the nation's top 10 fiber networks and a commitment to continuous innovation, Fidium is powering work, life, learning, and opportunity. Fiber Up and learn more at FidiumFiber.com.

About Wild West Brew Fest

Wild West Brew Fest (WWBF) is an energized and purposeful celebration of craft beer for the Katy, Richmond, and west Houston communities. Organized and managed by the Rotary Club of Katy, the event is 100% volunteer-led and volunteer-run. Since its inception in 2011, WWBF has donated more than \$1.5 million in net proceeds to support local charities, student scholarships, and community programs. Recognized as one of the top beer festivals in North America, WWBF combines philanthropy, camaraderie, and the Texas spirit to reinvest in the community so that it can thrive. For more information, visit wildwestbrewfest.com.