

Red Ball success

With the renaming of the Tim Hortons 4-Ice Centre Thursday to the Red Ball Internet Centre, Moncton has visibly entered a new era. While we know Moncton continues to love Tim Hortons and still has the most outlets per capita in the nation, it did pull out of the centre and a new name and sponsor was inevitable. The new name and sponsor, which will be in place for at least 20 years, showing real commitment to the city, represents the 'new' Moncton; the much talked about 'intelligent city' that embraces new technology in every way possible. And Red Ball Internet is as symbolic of that as any sponsor could be. It is a home-grown Moncton firm that provides a highly secure wireless broadband Internet technology that it markets across the nation and internationally, the epitome of one of the essential keystones to a vibrant and healthy future economy in our area. It's a good deal for the company, and it's a good deal for a forward looking city, boosting its high tech image.