

BendBroadband features Sisters resident in TV commercial

Local Internet, TV, and phone services provider BendBroadband will soon launch another installment of its Internet campaign, this time featuring Sisters resident June Jaeger. Building on the company's promotional series that highlights inspiring Central Oregonians such as ultra-runner Max King and chainsaw artist Skip Armstrong, Jaeger will be featured for her quilting.

"We admire the artistry, vision, and detailed work of quilters like June," said Shelby Little, creative services manager at BendBroadband. "She's an accomplished artist, a teacher, and a fifth-generation Central Oregonian. Her grandmother walked the Oregon Trail as a child. She's an inspiration to our company and our community."

The metaphors of hard

work, precision, and community that play out in the TV commercial are not lost on Jaeger. Between all of her commitments, she narrowly had time to accept a commissioned project for BendBroadband: to design and create a custom quilt for the 2017 Sisters Outdoor Quilt Show.

"I knew I wanted to make room in my schedule for this project," said Jaeger.

The resulting quilt, documented in the TV commercial, is a brilliant representation of BendBroadband's logo. The image of a running dog is expressively captured in fabric pieces using the company's characteristic orange, which is paired unexpectedly with textured violets, yellows and cream hues. Set on a black backdrop, with subtle stitching of the Cascades Mountain Range, June's style

is ever-present in the piece. The quilt will be on display at the quilt show and incorporated into promotions this summer. The 36-by-50-inch quilt took about six weeks to complete, Jaeger said.

"The BendBroadband team was fun to work with," she said. "I've really enjoyed this project."

Jaeger has been quilting for more than 45 years and credits her sister Jean Wells for introducing her to the craft. Wells owns Stitchin' Post on West Cascade Avenue, where Jaeger often teaches classes. Both sisters will be active at the quilt show, with Jaeger teaching five days in a row preceding the event.

"I really enjoy teaching," she says. "I still learn from others, and I find it very inspirational."

In addition to teaching, Jaeger designs quilt patterns

and has authored two books on quilting, "Adventures in Landscape Quilting" and "Best Friends Animal Portrait Quilts."

"I've always been interested in animals and the outdoors," she says.

With an anticipated 12,000 attendees, June says the Sisters quilt show has put Sisters on the map.

BendBroadband is a longtime sponsor of the event and will be offering free public Wi-Fi at the show on July 8. To view the TV commercial featuring June Jaeger visit www.bendbroadband.com/connect.



June Jaeger is featured in a quilt-themed spot for BendBroadband.



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- Artist Receptions at the Stitchin' Post/Twigs & Other Sisters Galleries

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