

# 25 HOURS. ONE CONNECTED WORLD.

A global digital skills training event and GUINNESS WORLD RECORDS® attempt

SEPTEMBER 24 (9a.m. EST) - 25 (10a.m. EST)



**OFFICIAL  
ATTEMPT**





CONNECTED NATION 



## THE ANNOUNCEMENT

### A global call to action

**Connected Nation** is launching a 25-hour live global event to pursue a **Guinness Records for Good** title for the longest continuous digital skills workshop and to become the first organization in Kentucky to receive this honor.

Over 25 consecutive hours, live training sessions begin in Louisville, Kentucky, and move westward across time zones as the broadcast follows the sun around the globe. Every session is free and open to anyone, anywhere in the world.

The event streams live beginning at 9 a.m. EST on September 24 and runs continuously for 25 hours, concluding at 10 a.m. EST on September 25, 2026.

## THE DIGITAL DIVIDE IS STILL REAL

**15.7  
million**

**AMERICANS LACK  
HOME BROADBAND**

**81  
million**

**DO NOT  
SUBSCRIBE**

**15.1  
million**

**LACK DEVICES**

**152.6  
million**

**JOBS REQUIRE  
DIGITAL SKILLS**



# OFFICIAL ATTEMPT

**A record for good** is the official pathway for nonprofits and social impact organizations to pursue world records. An official adjudicator verifies the attempt in real time, and participants receive **GUINNESS WORLD RECORDS®** participant certificates. If successful, Connected Nation (CN) aims to become the first organization in Kentucky to achieve a **records for good** designation.

## Who it reaches

A global, multigenerational audience including individuals building foundational digital skills, workers and veterans adapting to a changing economy, parents seeking to protect their families online, older adults looking to stay safe and connected, students and educators, and communities that have historically been underserved by the digital economy.

# “

We are pursuing,  
**a record for good.”**

- Heather Gate  
EVP, Digital Transformation, CN

# This is about inspiring action and expanding opportunity.”

- Tom Ferree  
Chairman & CEO, CN



## EVENT EXPERIENCE

9 a.m. EST, Sept. 24 – 10 a.m. EST, Sept. 25

What the 25 hours will include:

- CONTINUOUS LIVE TRAINING SESSIONS
- BEGINNER TO ADVANCED TOPICS
- WORKFORCE AND CAREER TOOLS
- DIGITAL SAFETY AND CONNECTIVITY BASICS
- REAL-TIME GLOBAL PARTICIPATION
- AI LITERACY AND EMERGING TECHNOLOGIES

**#CNWorldRecord**

## GET INVOLVED

Here is how:

- Host a watch party
- Spread the word as an awareness partner
- Become a sponsor
- Lead a session as a training partner  
*(Limited spots)*

## WATCH FREE

1 hour or more on  
September 24–25, 2026.

Full schedule releasing July 2026!

[bit.ly/CNWorldRecord](https://bit.ly/CNWorldRecord)



# 25 YEARS OF IMPACT

**21 million** + PEOPLE IMPACTED

**160,000** + TRAINED IN DIGITAL SKILLS

Connected Nation is celebrating its 25th anniversary in 2026. The national nonprofit's mission is to improve lives by providing innovative solutions that expand access to and increase the adoption and use of broadband (high-speed internet) and its related technologies for all people.

**Everyone** belongs  
in a Connected Nation®

Learn more at:  
[connectednation.org](https://connectednation.org)

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