

**FOR IMMEDIATE RELEASE:**

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# **CO.STARTERS**

## **Taking Flight**

**Entrepreneurs are getting their wings and taking flight thanks to CO.STARTERS**

LA CROSSE – On Tuesday, April 14<sup>th</sup>, Couleecap will host a new and exciting event at the Root Note to celebrate the first 24 entrepreneurs who will complete the CO.STARTERS business startup training program. The event, Startup Flight Night, will feature the entrepreneurs with their ideas. Open to the public, the event will feature several startups showcasing their ideas and competing for prizes, ranging from cash to pro bono professional services like marketing and legal support. The cost to attend will be \$5 at the door.

Andrew Londre, Couleecap’s Business and Income Developer, looks forward to a big crowd. “This will be a really unique opportunity for our community to watch several new startups take flight all at the same time and provide their direct support through our Audience Choice awards.” As Londre explains, “Not only will a big crowd offer greater exposure for these local startups, it will also mean more resources for our participants because all of the money collected at the door will be awarded to the startup with the best pitch as chosen by the audience.”

At Flight Night, Couleecap will also reveal which innovative startups earn a piece of the \$50,000 pool of seed accelerator funds provided by the Wisconsin Economic Development Corporation.

Couleecap’s CO.STARTERS entrepreneurial training program launched successfully with 24 entrepreneurs participating in the one-of-a-kind facilitated business startup program. After having more than double the expected enrollments in the program’s first offering, entrepreneurs can now apply to be part of the second cohort of entrepreneurs. This next cohort runs May 12 through July 7. Interested entrepreneurs, or people with a great idea, can apply for the next round of training at

[www.couleeco.com/costarters](http://www.couleeco.com/costarters)

### **EVENT DETAILS:**

Tuesday, April 14 at the Root Note -- 115 4th St South, La Crosse, Wisconsin 54601

Doors open at 5:00PM – Program starts at 6:30PM – Winners announced at 8:30PM

*NOTE: Select current CO.STARTERS participants will be available for comment on this story upon request.*

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