



News Release

For Immediate Release

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Couleecap Launches CO.STARTERS Entrepreneurial Training Program

La Crosse, Wis. - Couleecap, with the help of the Wisconsin Economic Development Corporation (WEDC), will launch La Crosse's fifth CO.STARTERS entrepreneurial training program. The program will start on October 10. Couleecap and the WEDC have teamed up to offer this opportunity because of the belief that anyone with a good idea and the willingness to work hard can launch a successful business.

CO.STARTERS is a nine-week program for perspective and existing entrepreneurs and sole-proprietors. CO.STARTERS provides a facilitated, collaborative discussion that allows participants to experiment with and create new ideas, and is centered around the topics necessary for opening or expanding a successful business. Participants gain the foundation they need to be successful in their business without the need for an advanced education.

The program involves nine weekly sessions, with the ninth serving as a celebration at which participants will pitch their business ideas to a live audience of their friends, family, and fellow community members. The CO.STARTERS program has helped launch many successful businesses throughout the area, as well as guided others through expansions and acquisitions.

The registration fee is \$300. A 50% discount is available to low-income participants. Anyone may participate in the program. Sessions will be held from 6:00 pm to 9:00 pm at the Coulee Region Business Center which is located at 1100 Kane Street in La Crosse.

For more information, or to register for the program, visit www.couleeco.com or call Aaron Reimler at 608-797-5746.

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