



For Immediate Release

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Viroqua Co.Starters Program for Entrepreneurs to Launch May 3

(Westby, WI) Couleecap and the Viroqua Chamber Main Street are partnering to offer the CO.STARTERS entrepreneurial training program starting May 3. CO.STARTERS provides new and existing entrepreneurs interactive learning sessions to work through their ideas for launching or expanding a business. The program involves eight, weekly sessions where participants develop their business plan, interview customers, and learn what it takes to launch or grow a successful business. All sessions are facilitated by experienced entrepreneurs certified to train others on business development. The program concludes on the ninth week with a Flight Night celebration. The celebration offers participants an opportunity to pitch their businesses as they prepare to open their doors or launch their expansion.

The CO.STARTERS entrepreneurial development course costs \$300, with a \$150 discount available for entrepreneurs with low income. Anyone with an interest in starting or expanding a business may participate in the program. The Viroqua CO.STARTERS program will be held at the Viroqua Chamber Main Street Visitor Center on Thursday evenings from 6:00 p.m. to 9:00 p.m., starting May 3. This year's sessions will be facilitated by Shana Meshbesh of the Viroqua Food Co-op and Gayle Nielsen of Zero Point Hypnosis.

To register for CO.STARTERS, visit www.couleeco.com or call Aaron Reimler at 608-797-5746.

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About Couleecap

Couleecap, Inc. is a private non-profit 501c3 charitable organization. Couleecap helps people in need with housing, food, transportation, and more. Created in 1966, we are a community action program that fights poverty and promotes self-sufficiency in Crawford, La Crosse, Monroe, and Vernon counties. Learn more at www.couleecap.org.

About the Viroqua Chamber Main Street

The Viroqua Chamber Main Street is a non-profit organization that is dedicated to enhancing the quality of life of the Viroqua community through leadership, facilitation and collaboration. The organization is focused on keeping Viroqua vibrant by strengthening the business community, preserving the history and beauty of the historic downtown district, supporting community-wide



events throughout the year and providing resources to tourists visiting from all over the world. Learn more at <http://viroqua-wisconsin.com/chamber-mainstreet>.