



**For Immediate Release**

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**CO.STARTERS in La Crosse Kicks Off August 22nd!**

(La Crosse, WI) Couleecap with support from the Wisconsin Economic Development Corporation, is hosting another CO.STARTERS cohort in La Crosse beginning Thursday, August 22nd<sup>th</sup>.

CO.STARTERS is an action-driven, collaborative training with a small and supportive group. Over nine weeks, new and existing entrepreneurs will engage in interactive learning sessions to work through their ideas for launching or expanding a business. Weekly sessions offer participants an opportunity to develop their business model, interview customers, and learn what it takes to launch or grow a successful business. Participants leave the program with a deeper understanding of how to create a sustainable business, articulate their business model, and repeat the process with the next great idea.

All sessions are facilitated by a certified CO.STARTERS facilitator that guides participants through the program by asking the right questions, drawing upon the knowledge in the room, and leveraging resources and community connections to connect participants with a broader ecosystem of support.

The course will kick off Thursday, August 22<sup>nd</sup> at 6:00 pm at The Gig Co-Working Space (119 N 19<sup>th</sup> St., La Crosse, WI 54601). The standard cost for the course is \$300 per participant with opportunities for scholarships available. This year’s cohort will be facilitated by co-owner of B&E’s Trees: Forest Foraged Foods and Farm, and CO.STARTERS alumni, Bree Breckel.

CO.STARTERS is community minded, effective, and impactful program that allows participants to connect with and learn from other small business owners, and economic development professionals. It gives individuals the tools and concepts necessary to create a business model that is tailored to their individual vision for their business.

To sign up for CO.STARTERS, or for more information, head to [www.couleeco.com/costarters](http://www.couleeco.com/costarters), or contact Couleecap Business & Income Developer Aaron Reimler at (608) 797-5746 or [aaron.reimler@couleecap.org](mailto:aaron.reimler@couleecap.org).

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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](http://www.couleecap.org).



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