



FOR IMMEDIATE RELEASE

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SOREDI Hosts Anne Lundgren at LAUNCH|Talk, May 9

Medford OR – Tuesday, May 9, beginning at 5:30 pm, SOREDI's will offer a LAUNCH|Talk for area start-ups at the Ashland Springs Hotel Ballroom featuring Anne Lundgren of Joma Films. Lundgren is an independent film producer living in Ashland, Oregon. In addition to working on music videos and national commercials, she has produced three feature films, the most recent, *Black Road*, was partially funded with a Kickstarter Campaign. This LAUNCH|Talk is free to attend. Appetizers, iced tea and water will be provided at the event, with beer and wine available for purchase. Please RSVP by registering at www.soredi.org/events.



Anne Lundgren

Anne Lundgren and her husband, Gary, founded the production company Joma Films in Ashland, Oregon. If you have ever wondered whether crowdfunding might be an appropriate resource for your start up venture, attend this LAUNCH|Talk and learn the basics from Lundgren. Her experience with a thirty day Kickstarter campaign taught her who to reach out, when to reach people and how to ask. Through Kickstarter, Lundgren recruited 365 backers for *Black Road*, gaining almost \$46,000 for the production. Your enterprise will benefit from hearing about her experience. You may be encouraged to engage in crowdfunding to support your own project.

About SOREDI: SOREDI is a private non-profit organization, funded by its members and governed by a board of directors. Its seven-person staff is charged with local business expansion and new business recruitment efforts, financial assistance to start-up companies, through its business loan fund and management of Enterprise Zones in Jackson and Josephine Counties. The agency was formed as a regional economic development agency in 1987. Learn more at www.soredi.org.