



FOR IMMEDIATE RELEASE

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**SORED I's January LAUNCH|Talk Introduces
New Option for Business Funding in Southern Oregon**

Medford, OR - Thursday, January 11, beginning at 5:30 pm, SORED I will offer a LAUNCH|Talk for area start-ups at Climate City Brewing in Grants Pass. The program will feature Jeff Baker of Craft3. Tickets are \$15 for non-members and no charge for SORED I members. Pizza will be provided. Tickets are available at www.soredi.org/events and at the door.

Craft3 is a nonprofit Community Development Financial Institution (CDFI) lender with a mission to strengthen economic, ecological and family resilience in Pacific Northwest communities. They provide loans to businesses, nonprofits and individuals, including those without access to traditional financing. Craft3 complements financial resources with expertise, networks and advocacy for their clients. Since its inception, Craft3 has invested more than \$442 million in over 5,500 people and businesses in Oregon and Washington. SORED I is excited to introduce Craft3 to the Southern Oregon entrepreneurial community, as they open their newest location in Klamath Falls.

About SORED I: SORED I is a private, membership-based, non-profit organization, 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 <https://www.soredi.org>.