

**Contact:**

Erin Reynolds, Florence City Manager, [erin.reynolds@ci.florence.or.us](mailto:erin.reynolds@ci.florence.or.us), 541-997-3427

-OR-

Caroline Cummings, Oregon RAIN Venture Catalyst, [caroline@oregonrain.org](mailto:caroline@oregonrain.org), 541-968-2982

**For Immediate Release**

January 19, 2016

**Techies and Retirees and Artists. Oh Yes!: Startup Events for Specialty Areas in Florence**

**Florence, Ore.** — Entrepreneurs start businesses to solve real-world problems, but each problem requires its own approach. The City of Florence and the Oregon Regional Accelerator and Innovation Network (RAIN) will host three different Meetup events for three different areas of entrepreneurship. All events are free to attend.

Tech Entrepreneurship — For “Techies” who have a technology idea or startup; Tuesday, January 19, from 5:30 to 7 p.m. at the Siuslaw Riverside Cafe in Florence

Encore Entrepreneur — For “Active Retirees” considering a second act in business as an entrepreneur, mentor or angel investor; Thursday, February 11, from 8 to 9:30 a.m. in Blue Bills Pub at Three Rivers Casino

Art-preneur — For the “Creatives” who want to turn their hobby into a high-growth business; Thursday, February 18, from 5:30 to 7 p.m. at the Siuslaw Riverside Cafe in Florence

At each event, attendees will be able to seek advice from experts in that specialty area. For more information, including registration, visit the “Startup Florence Oregon Coast” Meetup page: <http://www.meetup.com/Startup-Florence-Oregon-Coast/>

“One of the keys to a strong entrepreneurial ecosystem is connecting people who are trying to solve similar problems,” said RAIN venture catalyst Caroline Cummings. “By sharing knowledge, talent and resources, a sector of companies can dramatically increase their likelihood of success.”

These events are part of the new entrepreneurial movement, Startup Florence Coast (#StartupFloCo), launched by RAIN and the City of Florence in late 2015. More than 75 entrepreneurs, mentors and investors attended the initial call of interest event in October.

“We are thrilled by the support for and interest in this program,” said Florence City Manager Erin Reynolds. “Not only are we encouraged to offer more events but ones that are more specific to the wants and needs of our entrepreneurial community here in the Florence area.”

**About Oregon RAIN**

The Regional Accelerator & Innovation Network (RAIN) is an Oregon consortium of government, higher education, and the business community. RAIN was founded by the State of Oregon’s Regional Solutions network and funded by the 77th Oregon State Legislative Assembly to ad-

vance the formation of high-growth innovative startup companies located in Lane, Linn, Benton, and Lincoln Counties.

In coordination with the Cities of Corvallis and Eugene, as well as communities throughout the region, RAIN is partnered with two accelerators to create a collaborative environment to assist entrepreneurs in establishing viable companies that generate jobs, wealth and opportunities for the region. RAIN Corvallis is served by the Oregon State University Advantage Accelerator. The RAIN Eugene Accelerator is a partnership between the University of Oregon and the Eugene Area Chamber of Commerce. For more information about RAIN, visit [www.oregonrain.org](http://www.oregonrain.org).

###