

Dem businesswoman Cooke joins 3rd CD race

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Eau Claire businesswoman Rebecca Cooke this morning announced her bid for Wisconsin's 3rd CD, setting up a Dem primary with state Sen. Brad Pfaff, of Onalaska.

Cooke, a member of the Wisconsin Economic Development Corp. Board, owns Red's Mercantile, which sources goods from independent makers. She also founded the Red Letter Grant in 2016, a nonprofit that provides start-up capital and technical assistance to female entrepreneurs in western Wisconsin.

Cooke, who has also worked for campaigns as a fundraiser, highlighted in this morning's announcement her background growing up on an Eau Claire dairy farm. She said it was a struggle to make ends meet, but "we always showed up for neighbors in need."

"Those core values of serving others and building community have guided my life, from my own family's kitchen table to the board room," Cooke said. "That drive to bring people together is why I started a small business and founded a nonprofit focused on empowering entrepreneurs right here in western Wisconsin."

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Cooke has a campaign kickoff planned Saturday in Eau Claire.

See the release [here](#)