



FOR IMMEDIATE RELEASE
June 11, 2019

MEDIA CONTACT: Phill Trewyn
ptrewyn@muellercommunications.com, 414-390-5500

**Scale Up Milwaukee ready to kickoff Growth Accelerator 6;
announces \$430,000 grant from Surdna Foundation**
Launch event scheduled for June 13th at Central Standard Craft Distillery

MILWAUKEE – Scale Up Milwaukee, an initiative of the Greater Milwaukee Committee supported by the Wisconsin Economic Development Corp., will be launching its sixth Scale Up Milwaukee Growth Accelerator program on June 13th with a kickoff party at Central Standard Craft Distillery, 613 S. 2nd Street, from 5 to 7 p.m. To register for the kickoff party event, visit: <https://suga6launchparty.eventbrite.com>

Scale Up Milwaukee is also announcing a \$430,000 grant from the Surdna Foundation that will be used to support a new initiative called Rising Tide that will advance efforts to increase wealth, revenue growth and opportunities in communities of color. Grant funding will help provide the tools, knowledge, and networked ecosystem needed to support ambitious growth and generational wealth for minority business owners. This funding follows an initial grant of \$175,000 piloting the program in 2018.

Scale Up Milwaukee is an initiative operated in collaboration with the University of Wisconsin-Milwaukee's Lubar School of Business that offers programming designed to teach business owners practical skills to inject growth into their ventures.

To date, the Growth Accelerator program has graduated 71 participating companies from around southeastern Wisconsin, helping them experience significant growth with more than 800 total hires since 2013. Collective revenue for these companies in 2018 was more than \$330 million.

“By leveraging Scale Up Milwaukee’s experience and success working with local business owners, the Surdna grant and Rising Tide program will allow us greater opportunities to work with minority business owners, helping them unlock the tools and tactics correlated with building generational wealth through business success,” said Elmer Moore, executive director of Scale Up Milwaukee.

Scale Up Milwaukee has trained select faculty from the Lubar School of Business to help business owners identify new ways to spur growth and development within their respective organizations. In addition to faculty members from the Lubar School of Business, the Growth Accelerator works with investors, banks, professional services firms, universities and public sector stakeholders to support growth.

More information about the growth accelerator can be found at <https://www.scaleupmilwaukee.org/growth-accelerator/>.