

PRESS RELEASE



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New North Inc. partners with Blueprint 365 to cover diverse business *Free, digital-first news outlet will tell stories from the region's communities of color*

NEW NORTH, March 15, 2023 – New North Inc., the regional marketing and economic development corporation for the 18 counties of Northeast Wisconsin, and Blueprint365, a free-access, digital-first news outlet covering Wisconsin's diverse business community, today announced a partnership to highlight entrepreneurs, executives and other business leaders from the New North region's communities of color.

Through this partnership, Blueprint365 will produce and publish promotional and sponsored content for New North Inc. and affiliated businesses.



"The New North region is rapidly becoming more diverse, which is an asset as we work to grow the area business community," says Juan Corpus, New North's vice president of diversity, equity and inclusion. "There are many stories that need to be told, and we are excited to find a partner in Blueprint365 with the experience and skill to tell those stories."

"New North is proud to collaborate on this initiative with the Ethnic & Diverse Business Coalition and its members to build stronger, ethnically diverse businesses through increased promotion, enhancing their ability to compete in a global economy," adds Barb LaMue, New North president and CEO.

Blueprint365, found at www.Blueprint365.org, is the first independent business publication dedicated to the communities of color in Wisconsin. As part of its partnership with New North Inc., the publication will have reporting staff based in the Fox Valley and Madison, covering businesses, entrepreneurs, executives and trends statewide.

"Wisconsin's economy absolutely depends on a diverse workforce and diverse voices in both the entrepreneurial space and the C-suite," says Henry Sanders, CEO of 365 Media and publisher of Blueprint365. "The leaders of New North Inc. get it, and they are looking for tangible ways to attract and retain leaders of color, along with building an ecosystem where everyone can thrive and feel at home."

"We have spent the last seven years building a reputation for authentic content and earning the community's trust. Through this partnership, we are poised and ready to bring that perspective to the Northeast Wisconsin business community."

Blueprint365 is a publication of 365 Media Foundation, which also publishes Madison365 and produces the 365 Leadership Summit. The free-access, digital-first news outlet began publishing its coverage of Wisconsin's diverse business community on February 13. Its content also is available on Facebook, LinkedIn and Twitter as well as through its free email newsletter.

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New North, Inc., is a 501(c)3 non-profit, regional economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee and Waushara. www.thenewnorth.com

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