

FOR IMMEDIATE RELEASE

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Warrior Rising, TrueNorth Host Business Shower Supporting Veteran Entrepreneurs

CEDAR RAPIDS, Iowa — TrueNorth will host a Warrior Rising Business Shower on Friday, March 6, bringing together veteran entrepreneurs and community members for a morning pitch competition focused on entrepreneurship, mentorship and community support.

Approximately 40 to 50 attendees are expected, including veteran entrepreneurs, judges, community members and business leaders. Six entrepreneurs will deliver pitch presentations during the event.

The Business Shower is a standalone event and should not be confused with Warrior Rising's gala the following day, where a competition winner will be announced. The March 6 event centers on the pitch competition itself and the role local business leaders play in supporting veteran-owned startups.

Hosted and sponsored by TrueNorth, the Business Shower supports Warrior Rising, a 501(c)(3) nonprofit dedicated to empowering U.S. veterans and their immediate families through entrepreneurship.

Media are invited to attend, capture visuals and conduct interviews with event organizers and participating veteran entrepreneurs.

EVENT DETAILS:

What: Warrior Rising Business Shower

When: Friday, March 6, 2026

Competition: 9 a.m. – noon CT

Breakfast and lunch provided

Where: TrueNorth Learning Center
500 First St. SE, Cedar Rapids, IA 52401

Who: Hosted and sponsored by TrueNorth in support of Warrior Rising

Media RSVP:

Media interested in attending are encouraged to contact Mallory Mohwinkle or Benjamin C. Bunn in advance to coordinate access and interview opportunities.

About Warrior Rising

Warrior Rising is a 501(c)(3) nonprofit that empowers U.S. veterans and their immediate families to find purpose and community through entrepreneurship by providing education, mentoring and access to capital. Learn more at warriorrising.org.





About TrueNorth

TrueNorth® Companies, L.C. is a risk management and insurance brokerage firm focused on creating value for our clients, colleagues and communities. The organization is designed to maintain its closely held and privately held business model supported by an organic growth and internal perpetuation strategy. TrueNorth is headquartered in the Midwest with offices in Iowa, Illinois and Colorado and colleagues located in over 20 states across the nation. Learn more at truenorthcompanies.com.

