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**FOR IMMEDIATE RELEASE**

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**AMERICA’S SBDC IOWA ANNOUNCES PORTABLE PHOTO STUDIO INITIATIVE**

***Portable Photo Studios to be available to all Iowa communities***

AMES, Iowa – America’s SBDC Iowa (SBDC) is pleased to announce the launch their Portable Photo Studio and Digital Marketing Initiative. The initiative was launched at an event today in Cherokee, Iowa. Attendance for the launch included Iowa Economic Development Authority Director, Debi Durham; America’s SBDC Iowa State Director, Lisa Shimkat; Cherokee Area Economic Development Corporation Executive Director, Bill Anderson; Western Iowa Tech SBDC Regional Director, Todd Rausch.

The launch event highlights the efforts of SBDC to deliver portable photo studios and digital marketing resources, so all 942 communities in Iowa have access. The deliveries have begun across the state, and are slated to be completed by the end of June. SBDC is partnering with Main Street Iowa, Downtown Resource Center, Iowa State University Extension and Outreach, Iowa Rural Development Council, SBDC advisory board members, and SBDC staff to deliver the photo studios and resources.

“We are delighted to announce our tremendous outreach project to distribute portable photo studios all across the state,” said Lisa Shimkat, SBDC State Director. “We have found throughout the pandemic, that access to quality photos for websites and e-commerce is essential as businesses are pivoting operations. The studios along with training resources will provide access to any small business in Iowa, including home-based businesses. The studios will be available at key places in communities including SBDC regional service centers, and various chambers of commerce, economic development offices, libraries, and Extension offices.”

For additional information about the initiative, go to <https://iowasbdc.org/photo-box/>. The webpage also includes a downloadable Portable Photo Studio & Digital Marketing Guide as well as a training video.

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Funded in part through a cooperative agreement with the U.S. Small Business Administration, America’s SBDC Iowa has 15 regional assistance centers located strategically across the state. Since program inception in 1981, the SBDC has helped Iowa businesses and entrepreneurs through no fee, confidential, customized, professional business counseling and practical, affordable training workshops.

For more information on America’s SBDC Iowa programs or services, call (515) 294-2030 or visit [www.iowasbdc.org](http://www.iowasbdc.org), <https://www.facebook.com/AmericasSBDCIowa>, or <https://twitter.com/IowaSBDC>.

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