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For Immediate Release

First Coworking Community for Women Launches in Milwaukee

SHOREWOOD, WI - June 19, 2017- MalamaDoe, a coworking space for women, recently opened at 4465 N Oakland Ave, Suite 201, in Shorewood. It's the first community of its kind in the Milwaukee area which aims to provide women with office space, networking opportunities and resources.

Shorewood resident Sheila Long created the concept of MalamaDoe to showcase female role models and provide support and encouragement to local women.

The work space, which operates on a subscription model for a hotspot or dedicated workspace, can accommodate up to 22 people at one time. There are 13 office spaces, from cubicles to open-concept rooms, and two conference rooms available to subscribers, as well as gathering areas. There's also a green-screen room for members who want to produce video commercials with custom backdrops, as well as Wi-Fi, whiteboards, a printer, microwave and a mini-fridge.

The outside of each office space is marked with a different slogan, like "dream big," "you can do this" and "do what you love."

Ideal members are passionate professional women who may feel disconnected professionally because of relocation to the area; a current stay-at-home mom who stepped away from her career; or someone who is considering a pivot to a new career opportunity and/or an entrepreneurial venture.

That support is something that's needed. While the number of Wisconsin women-owned firms has grown by 27% since 2007, the state still ranks well below the national average in the growth rate of women-owned businesses since 2007, according to a recent study by American Express. "We want to inspire women take calculated risks to develop their skills personally and professionally in a supportive environment," said Long.

Malama is a Hawaiian word that means to take care of or to protect. Doe represents women. As such, MalamaDoe is a professional coworking space for women. Women flourish, build community and help society when they are empowered by role models and one another. At MalamaDoe, women help each other to grow professionally in their selected business venture.