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**For Immediate Release**

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**World Services luncheon to kick off Global Initiatives Week**

***Event features Sister Cities International president and CEO***

(LA CROSSE, Wisconsin) — World Services of La Crosse will kick off Global Initiatives Week with a luncheon featuring Sister Cities International President and CEO Mary Kane. Global Initiatives Week is a community-wide effort involving many La Crosse, Wisconsin, organizations seeking to increase awareness of the community's global connections and inspire more people to get involved in global issues. This year's Global Initiatives Week is scheduled for Nov. 7-14.

The kickoff luncheon is scheduled for Nov. 7, at 12 noon at the Banquet Room, Waterfront Restaurant and Tavern. Featuring Sister Cities International President and CEO Mary Kane, the luncheon will focus on how La Crosse's Sister City relationships can lead to more local economic progress.

"While many recognize the educational and awareness opportunities created by Sister City relationships, the local economic benefits often go unnoticed," said Sandra McCormick, president and CEO of World Services of La Crosse. "Those benefits are real and hold great promise for local businesses and, as a result, the economic well-being of our community."

McCormick said Kane is the expert on that topic. Prior to joining Sister Cities International, Kane was executive director with the U.S. Chamber of Commerce where she built business partnerships and strategic alliances. She'll fuse experience from both posts to address the La Crosse audience.

Cost for the luncheon is \$20 per person. Reservations are requested by Oct. 31. To reserve a spot, contact World Services of La Crosse at 608-781-4194 or visit [worldservices.eventzilla.net](http://worldservices.eventzilla.net).

*World Services of La Crosse, Inc., is a La Crosse-based nonprofit organization that develops and implements international partnerships designed to advance health, civil society, public administration and the environment and to promote peace and mutual understanding in countries throughout the world.*

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