

BUSINESS NEWS PRESS RELEASE  
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PALM + PINE

**LOCAL BUSINESS PIONEERS INNOVATIVE DIGITAL PRESENCE AND GROWS DURING PANDEMIC CHALLENGES  
FOR IMMEDIATE RELEASE**

**(LA CROSSE, WI) November 17, 2020** – With ongoing business challenges during unprecedented times with the COVID-19 outbreak, local small business **PALM + PINE Yoga School and Studio** has pioneered the implementation of digital wellness classes and courses in the Coulee Region, in order to continue to support the community under capacity limitations and numerous health orders directed by the state of Wisconsin. Founded by Katherine Soper in 2017, PALM + PINE operates studio locations in both La Crosse, and Holmen.

High levels of adaptability and resourcefulness have been required to plan and execute a digital studio and On Demand libraries for the public in order to pivot from the traditional in-studio only environment. Beginning in early Fall 2020, PALM + PINE invested in a complete redesign of its operating model, including the website and implementation of a robust client management database software, in order to comprehensively address the user experience (UX) and serve all subscribers through one integrated platform.

Female led and founded, PALM + PINE Yoga School and Studio has maintained the employment of local yoga teachers and regional creatives during increasingly difficult financial circumstances with the required closure of both studios early in the pandemic. For the business, equitable and fair pay is above the regional average and remains a foundational pillar in supporting their team, ensuring all team members have reliable employment, regardless of ongoing pandemic circumstances.

Katherine (Kat) Soper, Owner and Founder of PALM + PINE, says “I am extremely proud of our multidisciplinary team for accomplishing the implementation of this expansion of resources for our business and community during these trying times. The flexibility and progressiveness of our new model merges timeless wisdom, modern science, and technology so that no matter what a person’s ‘WHY’ is for showing up, we can provide them with options, information, and a supportive community.”

The PALM + PINE community, students, and teachers have provided input and engagement that has enabled the studios to stay open and continue to carve out a unique path within wellness and education spaces regionally. PALM + PINE aims to emerge from this period as a reliable resource for yoga and holistic health in Western Wisconsin and beyond with their digital evolution. Additional educational opportunities include (230)-hour Yoga Teacher Training (YTT) beginning in 2021 online, and seasonal, six-week courses which allow individuals to deepen their practice and pursue tracks of study independently.

Scholarships and sliding scale pricing are available to the community at large.  
To learn more, visit [www.palmandpineyoga.com](http://www.palmandpineyoga.com).

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