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**FOR IMMEDIATE RELEASE****Heartland Technology rebrands one of its businesses, CoWork591, to Heartland Technology Business & Event Center: A New Look for Jesup's Remote Work and Event Space**

**JESUP, IA — (October 30, 2025)** — Heartland Technology is pleased to announce the renaming of one of their businesses, CoWork591, to Heartland Technology Business & Event Center. The new name now encompasses all the services it offers while showing the connection to its parent company.

In 2019, Heartland Technology, in partnership with Farmers State Bank, revitalized a prominent building in Jesup as a way to give back to the community. Their goal was to create a space where people could work remotely and where Jesup Community High School's CAPS program could hold its classes. Since its opening, it has evolved into much more; now focusing on small event rentals, while still providing workspace for remote workers and a meeting place for business professionals.

"This rebrand allows us to more clearly communicate who we are and what we offer," said Kelly Seehase, Director of Heartland Technology Business & Event Center. "Our goal has always been to create a welcoming space for people to use for their business needs. By operating under the Heartland name, we're strengthening that connection and making it easier for the community to recognize the resources that are available to them here."

As part of the transition, the building will feature new signage, reduced rental rates, and short-term lease options for private offices. For more information, stop by their location at 591 Young Street, Jesup or visit their website: [www.heartlandtechnology.com/business-and-event-center](http://www.heartlandtechnology.com/business-and-event-center).

**About Heartland Technology**

Heartland Technology is an ISP providing technological solutions to consumers and businesses in Jesup, Iowa and surrounding areas. Since 1902, Heartland has been leading the way in the communication industry delivering the highest quality in services and 24/7 local customer service. Operating a 100% fiber-optic network allows Heartland to deliver a fast and reliable connection to their customers with very few interruptions documented over the past 12 years. Heartland's cooperative business structure has allowed them to give back to shareholders over the years and support community organizations. Heartland also operates two smaller businesses – Heartland Technology Data Center and Heartland Technology Business & Event Center.