For Immediate Release

Wind River Financial Launches Business Resource Hub to Help SMBs Navigate Through the Pandemic

Information pertinent to continuing business operations during the COVID-19 outbreak is summarized and cataloged in a single web portal for easy access.

Madison, WI, April 2, 2020

A deluge of COVID-19 related information is pushed out to businesses on a daily basis. While the information is often critical to business operations, the disjointed and scattered manner in which it is served makes it difficult for SMBs to keep up, let along assimilate and apply to their business. Wind River Financial, a payment services company based in Madison, WI has launched its COVID-19 [Business Resource Hub](https://www.windriverfinancial.com/business-resource-hub/) to provide quick and easy access to critical updates on: payment processing, data security, economic relief, as well as external links where SMBs can apply for stimulus funds.

“So much vital information for companies of all sizes is being released daily in bits and pieces across a multitude of media outlets,” stated Wind River CEO, Mike Carow. “As we talk with our customers, it is clear that 100% of their focus is on keeping the business running and pay checks flowing, not trying to sift through news releases and online articles,” he continued. “So we decided to create a resource that consolidates pertinent information and makes it easier for a broader business audience to access,” he added.

The [Business Resource Hub](https://www.windriverfinancial.com/business-resource-hub/) also has a section for *Sunshine on a Cloudy Day*, which is a compilation of acts of human kindness and the aid that communities and businesses are providing to those who are most at risk. “We definitely wanted to include the good news within the sunshine section. We all can use a few rays of warmth breaking through these cloudy days,” Carow added.

The Business Resource Hub is may be accessed on the Wind River Financial website: <https://www.windriverfinancial.com/business-resource-hub/>.

**About Wind River Financial**Wind River Financial is a payment processing company based in Madison, WI. Its team of experts have been working to make payment processing simple and secure for thousands of merchant clients throughout the country for over 20 years. Wind River partners with software providers, banks, credit unions and trade associations to design and customize processing solutions for their clients and stakeholders. To learn more, visit [http://www.windriverfinancial.com](https://www.windriverfinancial.com/).

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