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## Brass Ring Capital invests in Topeka publisher

The Business Journal of Milwaukee

Milwaukee private equity firm **Brass Ring Capital** has invested in **Nationwide Learning**, a Topeka, Kan., publisher and direct marketer of student-authored books.

Brass Ring said Thursday it and founder Joseph Gigous were the lead investors in a recent recapitalization that provided the company with additional financial resources. Co-investors included **C3 Capital Partners** and **Enterprise Bank**. Brass Ring's share of the investment was \$2.25 million, but the total amount will remain disclosed, said Steve Peterson, managing director of the Milwaukee office of Brass Ring Capital.

Nationwide Learning was founded in 1994 and sells books via elementary schools. The company provides book kits used by children primarily in elementary schools to draw pictures and write stories for what eventually become hardbound books that are sold to parents.

Nationwide sells more than 600,000 books to more than 4,300 elementary schools each year.

Brass Ring Capital has offices in Milwaukee and Minneapolis and invests in small businesses in the Upper Midwest that generate annual revenue of \$5 million to \$25 million.

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