

NEWS RELEASE

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Lemonade Day Is More Than Just a Day ... More Than Just a Lemonade Stand

The Lemonade Day program is committing to teaching kids how to start, own and operate any business venture

Bryan/College Station, Texas, (March 18, 2020) – As a movement committed to the power of youth entrepreneurship, Lemonade Day [City Name] encourages kids to continue learning the valuable lessons offered through its program materials. While the organization continues to monitor information from health and local authorities regarding the COVID-19 pandemic to assist us in any decisions that will affect scheduled events, Lemonade Day kids can continue their business planning.

The Lemonade Day program is about more than just a lemonade stand. The experiential program teaches life skills such as business operations, responsibility, financial literacy, goal setting and teamwork with the end goal of starting, owning and operating a business. Although millions of children and teens will not be attending classes at their schools over the next several weeks, Lemonade Day kids can still benefit from the program's lessons outlined in their youth workbooks or via our Lemonopolis online platform while they are at home. Lemonade Day is encouraging kids to register for Lemonade Day and use this time away from the school routine to learn about owning a business. More information can be found at www.lemonadedaybcs.org.

The health and safety of Lemonade Day kids and supporters is paramount. Until the COVID-19 pandemic subsides, Lemonade Day leaders and mentors recognize that serving homemade lemonade would not meet sanitary guidelines. However, since the program's lessons can be applied to any startup business, the organization has developed a list of kid-friendly business ventures that can be launched instead of a traditional lemonade stand. In fact, Lemonade Day suggests kids take the challenge of this real-world scenario to adapt their business model. These ideas include selling lemonade-to-go with prepackaged lemonade single-serve packets and a bottle of water; creating a fundraising campaign with a business partner such as a fitness center, dog groomer, or hair or nail salon; walking dogs or pet sitting; mowing lawns and cleaning flower beds; holding a car wash with lemon-scented car fresheners; and launching a Facebook fundraiser.

"Our mission is to help prepare youth for life through fun, proactive and experiential programs. In times like these, having an entrepreneurial mindset becomes increasingly important when navigating the trifecta of challenging business, economic and community health conditions," said Steven Gordon, Lemonade Day national president. "We hope to bring the Lemonade Day 2020 season to most, if not all, of our Lemonade Day cities at a later date — but if not, we can feel confident that we are still achieving our mission by encouraging our registered young entrepreneurs to continue to learn remotely the lessons presented in the Lemonade Day program so they are prepared to be innovative and adaptable when faced with challenges.

Lemonade Day is ever grateful to its mentors and business leaders who have committed to assist youth entrepreneurs in realizing their dream to own a business through confidence-building and leadership lessons that will change the trajectory of their lives.

Please feel free to reach out if you have any questions. Lemonade Day BCS thanks the community for your understanding and flexibility.

About Lemonade Day

Since 2007, the Lemonade Day program has been teaching leadership and business skills by encouraging children to launch a lemonade business in their community. The organization inspires young people with a desire to learn business skills and financial literacy to set up their lemonade stand where they can apply customer service skills, collaborate with business owners and investors and experience real-world business owner challenges.

Lemonade Day has expanded to over 84 licensed markets in the United States (including six U.S. military bases), Canada, Bermuda and South Africa. More than one million children and thousands of adult mentors have participated in Lemonade Day since inception. Adults can register a child to participate in Lemonade Day and give them a taste of the sweet success that comes with owning their own business. For more information, visit www.lemonadedaybcs.org.