



PRESS RELEASE

For Immediate Release

DATE: July 12, 2019

CONTACT: Christine Jarski, 541-962-1307; cjarski@cityoflagrande.org

Lemonade Day Comes to La Grande!

La Grande, OR – The City of La Grande is hosting [Lemonade Day](#), in collaboration with La Grande Main Street Downtown as part of the Crazy Days event on July 20, 2019. Prior to the event, children aged 6-12 will participate in a week-long Day Camp through the City's Parks and Recreation Department.

Lemonade Day is a well-established global national youth entrepreneurship program that teaches leadership and business skills by encouraging children to launch a lemonade business. The impact of a program like Lemonade Day is four-fold:

1. Teach financial literacy to kids
2. Promote entrepreneurship, which is key to jumpstart economic growth, especially in rural communities
3. Teach kids to be responsible and self-reliant, and to contribute to their community's development
4. Foster mentorship and bring families together

Community mentors will work with the kids to provide lessons in creating a business plan, building a lemonade stand, taking out a micro-loan and selling their products. As part of the program, the participants will set a financial goal and how they want to spend the money, identify a charity they want to give part of it to and save a portion. They will also be re-paying their micro-loan which is being provided by Community Bank as part of their "Fresh Squeeze" sponsorship.

"We were so excited to receive a grant from the Wildhorse Foundation as the Main Squeeze sponsor." This allowed us to participate in the national Lemonade Day program and use its curriculum, as well as being able to purchase supplies" said Christine Jarski, Economic Development Director for the City. According to Jarski, the program is one of the youth entrepreneur activities being offered through the Ignite Entrepreneurial Center.

Jarski engaged the assistance of the Parks and Recreation Department to help run the program. McKayla Nitz, the Recreation Supervisor for the City's Parks and Rec Department said, "As soon as I heard about it, I knew I wanted to do Lemonade Day as a summer Day Camp!"

Youth entrepreneurship is gaining momentum around the world. Studies have proven that introducing kids to entrepreneurial experiences at an early age makes a measurable impact on their future decisions related to education, training, life, and work.

La Grande is one of the smallest communities participating in national Lemonade Day. Let's show the larger cities what a small town can do! On July 20, 2019, you can purchase lemonade at one of four stands located at:

Community Bank (Downtown)
Goss Motors
City Hall Front Lawn (2 stands)

About Lemonade Day

Founded in Houston in 2007, Lemonade Day has expanded to 80 licensed markets in the United States and Canada and to six U.S. military bases and growing. More than one million children and thousands of adult mentors have participated in Lemonade Day since 2007. 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 lemonadeday.org/find-your-city.

END