

## news release

### FOR IMMEDIATE RELEASE

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### Announcing Presenting Sponsor of Lemonade Day – Verizon Wireless

#### *Local Youth to Participate In Community-Wide Event on June 5*

Mankato, MINN (February 24, 2011) – **Verizon Wireless** has stepped forward as the presenting sponsor of Lemonade Day-Greater Mankato, an event that will teach 500 area children how to start, own and operate their own business – a lemonade stand. The event will take place on **June 5, 2011**.

Between March 15 and April 1, children will register to participate and pick up a backpack filled with the tools to help them be successful, including a comprehensive entrepreneur handbook crafted by Junior Achievement.

The sponsorship from Verizon Wireless enables the program to be offered to kids at no charge, which is a great gift to the community. "We are proud to serve as the presenting sponsor of Lemonade Day, so that more youth have an opportunity to participate in learning the basics of operating a business," said Joe Hall, director of the Verizon Wireless Customer Service Center, Mankato. "As a large employer in the area, we know the importance of developing our future business leaders, and it's never too early to start!"

The objective of Lemonade Day is to teach youth how to start and run their own lemonade business. Participants are also encouraged to participate in educational workshops to help them prepare for the big day, as well as compete in contests for the Best Tasting, Best Stand and Best Business. Through this experience, children will learn the entrepreneurial skills necessary to be successful in the future and become contributing members of their communities. They will learn how to set goals, plan for success, find an investor, select a site, advertise, build a stand, purchase supplies, make a product, run their business, do basic accounting and open a bank account. After paying back their investors, children are encouraged to save a little, spend a little and give a little, donating a portion of their profits to a local charity of their choice.

Lemonade Day-Greater Mankato is an event of the Greater Mankato Business Accelerator. The Accelerator is a program of Greater Mankato Growth, City of Mankato and the Regional Economic Development Alliance that connects entrepreneurs to the resources they need to succeed. Recognizing that it is never too early to encourage and nurture entrepreneurship, the Greater Mankato Business Accelerator (GMBA) decided to bring Lemonade Day to cities in the region. Cities signed up to participate thus far include: Eagle Lake, Lake Crystal, Madison Lake and Mankato.

Other sponsors of Lemonade Day-Greater Mankato include: Bethany Lutheran College, Home Depot, Hy-Vee, KDOG, KTOE, Minnesota 93, and The Free Press. Partners include: Community Education – Mankato, Junior Achievement and Southern Minnesota Small Business Development Center.

Visit <http://mankato.lemonadeday.org> for more information, event updates and backpack pick-up locations.

### **About the Greater Mankato Business Accelerator**

The Greater Mankato Business Accelerator is a program of the City of Mankato, Greater Mankato Regional Economic Development Alliance and Greater Mankato Growth Inc., the region's integrated economic development and chamber of commerce organization. The Greater Mankato Businesses Accelerator connects area start-ups and growing businesses with the resources they need by serving as a single access point for all of southern Minnesota's abundant business development services. Rather than going to multiple organizations, entrepreneurs can access the right resources at the right time, through a single source – the Greater Mankato Business Accelerator. Because the Business Accelerator program helps entrepreneurs efficiently navigate all the services available to them, they're able to spend more time building their business.

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