

news release



FOR IMMEDIATE RELEASE

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Lemonade Day – Greater Mankato It's Coming June 5

Mankato, MINN (May 26, 2011) – The Greater Mankato Business Accelerator, along with presenting sponsor Verizon Wireless and other supporters, is excited to kick off the first ever Lemonade Day in Greater Mankato. On **June 5**, more than 200 lemonade stands run by about 500 young entrepreneurs will be strategically placed throughout the region. Their goal is to make a profit and perhaps give a few bucks to a charity of their choice. Look for lemonade stands in the proclaimed cities: Amboy, Eagle Lake, Lake Crystal, Madison Lake and Mankato. “We are looking for our entire community to support these young entrepreneurs, as they experience what it’s like to start and operate a business in the form of a lemonade stand,” commented Jill Klinger, New Enterprise and Emerging Business Director for the Greater Mankato Business Accelerator.

By proclaiming June 5 Lemonade Day, each city will host young entrepreneurs, as they embark on their business adventure. The cities participating are Amboy, Eagle Lake, Lake Crystal, Madison Lake and Mankato. Lemonade Day is a free, community-wide event dedicated to teaching children how to start, own and operate their own business through the simple and time-honored act of building and running a lemonade stand. Over the past few months, they have learned 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.

Visit lemonadeday.org for additional information.

Lemonade Day-Greater Mankato is an event of the Greater Mankato Business Accelerator. The event is presented by Verizon Wireless, with support from other sponsors including Bethany Lutheran College, Home Depot, Hy-Vee, KDOG, KTOE, Minnesota 93, ProFire and The Mankato Free Press. Partners include: Community Education – Mankato, Junior Achievement and Southern Minnesota Small Business Development Center.

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.