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Greater Mankato Regional
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news release

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Lemonade Day Is Coming To Greater Mankato
Local Youth To Participate In Community-Wide Event on June 5

Mankato, MINN (February 1, 2011) – A new event is coming to the Greater Mankato region that will teach children how to start, own and operate their own business through the simple and time-honored act of building and running a lemonade stand. Greater Mankato Lemonade Day will take place on **June 5, 2011**.

The Greater Mankato Business Accelerator (a program of Greater Mankato Growth, City of Mankato and the Regional Economic Development Alliance) is committed to connecting 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) is helping to bring Lemonade Day to the region.

The objective of Lemonade Day is to teach youth how to start and run their own lemonade business. Through this enterprise, 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 provides the opportunity for kids to learn about entrepreneurialism and philanthropy while having fun", said Jill Klinger, New Enterprise and Emerging Business Director of the Greater Mankato Business Accelerator.

Between March 15 and April 1, children may register to participate and pick up a backpack filled with the tools to help them be successful including a comprehensive entrepreneur handbook – materials crafted by Junior Achievement. They are encouraged to participate in the Best Tasting, Best Stand and Best Business Contests as well as educational workshops to help them prepare for the big day!

On **June 5** every citizen has a critical role in Lemonade Day: we are either selling lemonade or buying it as a demonstration to our youth that they are important and that we care about their future.

Visit greatermankato.com/business-lemonadeday.php for 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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