

Lemonade Day Houston, 2022: Youth Invited to "Squeeze the Day"!

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PHOTOS COURTESY OF LEMONADE DAY HOUSTON



A sweet season of Lemonade Day events, contests, and activities has been ramping up to Lemonade Day weekend, May 7 and May 8. Youth in grades K-8 are invited to "squeeze the day" (pun intended) by hosting lemonade stands in participating parks, neighborhoods, schools, community centers, places of worship, and retail centers. The season is designed to prepare youth for life through fun, proactive, and experiential programs infused with life skills, character education, and entrepreneurship.

Kendra Scott - CityCentre, the woman owned Texas jewelry brand, has participated in Lemonade Day for the last four years and will continue to be a host location for lemonade stands for years to come. On Saturday, May 7th, from 11am to 2pm, 10% of in store purchases will benefit Lemonade Day Houston, plus stand supporters will receive 10% off their purchase. Local Marketing & Philanthropy Manager Hilary Wetmore shared, "As Kendra Scott has grown in Houston, we've loved partnering with organizations that educate and

empower our youth. Seeing the entrepreneurial spirit of the lemonade stand owners (and fellow love of yellow!) first hand each May is the sweetest experience for our customers and employees alike."

Parents and other adult mentors aged 18 and older can register kids to participate in this free program that teaches them how to start and operate their own lemonade business. The 2022 Lemonade Day goal for the greater Houston area is to register over 10,000 youth to participate. Lemonade Day registration details are available by accessing the link <https://my.lemonadeday.org/register>.

Sabrina Roesler, 10, Lemonade Day 2020 Youth Entrepreneur of the Year 2020 and 2021 Ambassador of the Year explained why kids should consider signing up, "If it weren't for Lemonade Day, I would have never had the same positive experience selling lemonade. The Lemonade Day lessons about attracting business traffic, focusing on customer service, and sharing the background on the flavors that Fresh n' Juicy offers were all learned through the program. I even



have had the opportunity to be on TV, conduct interviews, and meet Lemonade Day Founder Michael Holthouse and Carrabba's Founder Johnny Carrabba. Lemonade Day is a great opportunity for kids who want to learn more about business. It made me realize I can make a difference and be a business owner all my life. I feel that other kids with great ideas may not realize that they can do it too."

Executive Director Bailey Kinney added, "Since its inception in 2007, Lemonade Day has expanded well beyond its Houston roots to become a nationwide program—but it all began here in The Bayou City with Michael Holthouse's vision to empower today's youth to become tomorrow's entrepreneurs by encouraging them to start, own and operate their very own business...a lemonade stand. We invite kids from the Greater Houston area to participate in 2022 Lemonade Day so they too can become a successful entrepreneur like Sabrina."

Kids who register to participate receive access to the Lemonade Day curriculum that teaches them step-by-step how to start, own, and operate a lemonade business. This business literacy program remains accessible to all children, and support from the community ensures success in this entrepreneurial experience that can change a child's life. Over 300,000 children and youth have participated in Lemonade Day Houston over the past 14 years, and 2022 Lemonade Day is full of potential with many wonderful new and existing partners, sponsors, and volunteers!

To find out more, visit www.lemonadeday.org/houston.





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