



## NEWS RELEASE

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### **Fourth Grader Sabrina Roesler Recognized by Sugar Land Leaders for Being Named Lemonade Day Houston 2020 Youth Entrepreneur of the Year**

**HOUSTON and SUGAR LAND, Texas (Jan. 7, 2021)** – Sugar Land Mayor Joe Zimmerman, council member Steve Porter, council member Carol McCutcheon and other city leaders honored Sabrina Roesler, a 9-year-old fourth grader from Sugar Land, with a Certificate of Recognition during a City Council meeting earlier this week. Sabrina captured the attention of Sugar Land city leaders after she was recently named as the Lemonade Day Houston 2020 Youth Entrepreneur of the Year.

Mayor Zimmerman mentioned to Sabrina's family members how impressed he is that a little girl is serving as an excellent example by teaching other kids that they can start businesses and help others. He first learned about Sabrina and Lemonade Day Houston by reading an article in *The Fort Bend Star* newspaper.

Sabrina is the owner of Fresh n' Juicy lemonade and has been participating in Lemonade Day for more than two years with support from her mother Jenny Roesler. Lemonade Day is a free youth entrepreneurship program that teaches young kids how to launch their own lemonade business using a proven lesson plan. Kids who register for Lemonade Day are encouraged to spend some, save some and share some of the profits with a cause that matters to them.

The Lemonade Day Houston team chose Sabrina as the 2020 Youth Entrepreneur of the Year for several reasons: in spite of all the challenges that the COVID-19 pandemic has created, Sabrina completed her Lemonade Day business lessons while attending school remotely; her lemonade sales results were quite impressive; and she earned a qualifying number of points in the scoring system that was used for evaluating all Lemonade Day Houston Youth Entrepreneur of the Year candidates.

McCutcheon, who is one of several city leaders who nominated Sabrina for City of Sugar Land recognition, commented: "Not only is Sabrina an entrepreneur, but she is also a philanthropist. Due to the death of her father from brain cancer (when Sabrina was only six), she donates a percentage of Fresh 'n Juicy earnings to the Dr. Marnie Rose Foundation, a local brain cancer organization. I'm so proud of Sabrina!"

Regarding what it meant to her to be recognized by the City of Sugar Land City, Sabrina said: "Being in the middle of all those adults and very important people made me feel that kids can make a

difference at a very early age and that things are not only for adults to create or to do. Kids can do them too!”

Sabrina recommends that other kids and their adult mentors become involved in Lemonade Day and that they listen to advice and guidance from their parents and mentors.

“A parent or a mentor can help make a good idea even better,” Sabrina noted.

Jenny Roesler shared these insights and perspectives: “Real life lessons provide kids much more than basic knowledge. The experience kids have through Lemonade Day will make memories that last forever. Kids really don’t know at a very early age that they are learning with every situation and there is much to understand about how a business operates. Launching a business at an early age has provided Sabrina a greater understanding of the meaning of responsibility. She is much more articulate and better able to pitch her ideas now. She is also better equipped to address and overcome obstacles of all types.”

### **About Lemonade Day**

Lemonade Day was founded in Houston in 2007 by Michael and Lisa Holthouse. Since then, the program has expanded to 84 communities in the United States, Canada, and Bermuda has engaged more than 1 million kids in the process of launching their own lemonade business. For more information, please visit [www.lemonadeday.org/houston](http://www.lemonadeday.org/houston).

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