



## NEWS RELEASE

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**Lemonade Day Houston Hosted a Kick-off Event, *Drop in for a Lemon Drop*, Happy Hour and Silent Auction on November 29, 2021. Sabrina Roesler, Youth Entrepreneur of the Year 2020/Ambassador of the Year 2021 and Johnny Carrabba, Founder and Houston Entrepreneur, Delivered Brief Presentations.**

**HOUSTON, Texas (November 29, 2021)** Lemonade Day Houston hosted a Happy Hour Kick-Off Event, *Drop in for a Lemon Drop*, on November 29<sup>th</sup> at Carrabba's, The Original on Voss. The guests consisted of over sixty city partners, sponsors, and volunteers who mingled and enjoyed an in-person event in the cozy setting of Carrabba's newly remodeled private room. Guests enjoyed Carrabba's delicious appetizers, beverages including Lemon Drop Martinis, and bid on a wide range of silent auction items.

Lemonade Day Houston Executive Director, Bailey Kinney, welcomed guests and recognized the Lemonade Day National staff, Lemon Council, and event sponsors. Kinney continued with a brief presentation about Lemonade Day's history and explained the program's powerful impact on young children and their development. Kinney shared an overview of the 2022 Lemonade Day calendar, including youth entrepreneur contests, youth organization registration events, and volunteer recruitment campaigns. All activities build towards the excitement and preparation of the city-wide Lemonade Day weekend, May 7 and 8, 2022. [Lemonade Day 2022 Calendar Link](#)

Sabrina Roesler, Youth Entrepreneur of the Year 2020 and Ambassador of the Year 2021, shared her experience participating in the program over the last three years and running her business, Fresh n' Juicy.

Sabrina stated, "If it weren't for Lemonade Day, I would have never had the same experience selling lemonade. The lessons about business traffic, customer service, and telling the story about flavors we sell were all learned through the program. I even have had the opportunity to be on TV, have interviews, and meet Lemonade Day Founder, Michael Holthouse and Carrabba's Founder, Johnny Carrabba. Lemonade Day is a great opportunity for kids that 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 don't realize that they can do it too."

Sabrina recognized her mom, Jenny Roesler, for all her efforts. "From taking me to the event when we started with the Lemonade Day program, to supporting me with developing my business ideas. If it weren't for my mom, I wouldn't be here today."

Kinney shared how proud the organization is of Sabrina. "Not only is Sabrina an entrepreneur, but she is also a philanthropist. Due to her father's death 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. Sabrina exudes all the qualities of a youth entrepreneur, and the sky is the limit for her future! We want to ensure every child in Houston has the opportunity Sabrina has had with the Lemonade Day program.

Founder and Executive Chef, Johnny Carrabba, spoke to the guests about his story as a Houston Entrepreneur opening and running the two original Carrabba's, six locations of Mia's Table, and Grace's. Guests were moved and inspired as he shared about growing up in his parent's family-owned grocery store and learning the value of a dollar as well as benefiting from the lessons he learned about working hard and giving back to the community. He shared how he has been blessed with such a strong and supportive family and introduced his mother, Rosie, who was also in attendance. Johnny stated, "We are all blessed, be a blessing to someone else."

Funds raised at the event will apply directly to local Lemonade Day Houston programs and accessible curriculum for children ages K-8. 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 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.

Kids can register to participate in Lemonade Day Houston for free with the help of an adult mentor. Supporting parents and mentors sign the children up for the program, guide them, and encourage them through each lesson. They receive access to the Lemonade Day curriculum that teaches them step-by-step how to start, own, and operate a real-life business- a lemonade stand. 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 so many wonderful new and existing partners, sponsors, and volunteers!

A special thank you to event sponsors: Carrabba's Family Restaurants, Shannon Jewelers, Telemundo Houston, Toys to Love, Gris Design, Code Ninja Tanglewood, and Michael's Cookie Jar.

[Kick-Off Event Photo Link](#)

## **About Lemonade Day**

Lemonade Day is a non-profit organization dedicated to teaching youth important business, financial, character-building, and life skills that are the key ingredients of entrepreneurship. Lemonade Day plays a vital role in the education and workforce ecosystem in 86 licensed markets in the United States, Canada, Bermuda, six U.S. military bases, and growing. For more information, please visit [www.lemonadeday.org/Houston](http://www.lemonadeday.org/Houston). Please contact Bailey Kinney at [Bailey@LemonadeDay.org](mailto:Bailey@LemonadeDay.org) for information about registering a child, becoming a community partner, mentor, volunteer, or sponsor.