

Lemonade Day!™

C O A S T A L B E N D

Presented By:



What is Lemonade Day?

Lemonade day is a FREE, community-wide, event designed to teach children how to start, own, and operate their own business- a lemonade stand.

How did Lemonade Day get started?

Lemonade Day was founded by Houston entrepreneur and philanthropist, Michael Holthouse, in 2007. The Corpus Christi Chamber of Commerce, now the United Corpus Christi Chamber of Commerce, brought Lemonade Day to Corpus Christi in 2013 and has continued to do so every year since. A Chamber of Commerce is all about business, and we feel that Lemonade Day is training the future business leaders of our community.

When is Lemonade Day Coastal Bend?

Lemonade Day Coastal Bend takes place the second Saturday in May. This year, it will be on May 13, 2017.

Who can participate?

Lemonade Day is the perfect opportunity for the entire community to come together and train the next generation of entrepreneurs. Youth of all ages from pre-k through high school can register. Adults are needed to participate as mentors for the kids. Participate individually or in large groups! For large group registration, contact Gargi at gargi@unitedcorpuschristichamber.com or call 361.881.1800.

How does it work?

Each child that registers (online or in-person) will receive a FREE Lemonade Day backpack that includes the Lemonade Day workbook. This workbook contains information on the steps needed to start a business- from setting a goal, creating a business plan, forming a budget, finding an investor, to saving money and donating a portion back to their community. Children who register and receive the backpacks are encouraged to set up a lemonade stand on May 13, 2017. Setting up a stand is not required, but is an extremely important (and fun) part of the Lemonade Day experience.

Be sure to “Brand your Stand” and register it on the coastalbend.lemonadeday.org website so we can try to come by and visit you on Lemonade Day!

What about health permits?

The City of Corpus Christi Health Department has generously waived the need for participants to have a health permit on Lemonade Day, May 13th. Be sure to follow the guidelines in the Lemonade Day workbook on how to make healthy lemonade.

How does a child register?

Beginning March 29, children can register online at coastalbend.lemonadeday.org, or by completing a paper registration form available at The Corpus Christi Chamber of Commerce and other locations, including La Palmera Mall-Concierge or Kleberg Bank locations on Ayers or Airline. Participants will be able to pick up their Lemonade Day backpack at the registration sites, upon completing the registration form. (Online registrants will need to visit one of the location sites, with their printed confirmation form, to pick up their backpacks.)

What do children learn?

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. The best part of the program for kids is that after covering their expenses and paying back their investors, they can keep what they earn. With this in mind, children are encouraged to open a youth savings account so their profits can continue to grow, as well as give a portion of their earnings to a charity.

How can I get involved in Lemonade Day?

Anyone and everyone can be involved in Lemonade Day. Young entrepreneurs that have lemonade stands need mentors, investors, employees and customers! If you are a teacher or leader in a youth organization, contact us for specific registration information and additional educational resources. Additional Questions? Contact Gargi Bhowal at gargi@untedcorpuschristichamber.com or 361.881.1800!