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Lemonade Day Youth Entrepreneurship Program Expands to Medford & Jackson County

MEDFORD, Oregon (January 2, 2020) – [Lemonade Day](#), a well-established global national youth entrepreneurship program that teaches leadership and business skills by encouraging children to launch a lemonade business in their hometown, is expanding again. The organization announced that it will bring the Lemonade Day experience to kids in Medford and Jackson County. Since 2007, more than 1 million kids have learned about business ownership by participating in Lemonade Day and hosting a lemonade stand in their community. In 2019, 80 cities supported Lemonade Day.

It has been proven that cities that rally behind Lemonade Day benefit as much as the kids and their adult mentors do. Lemonade Day City Director, Lydia Salvey, will engage with community leaders, chambers of commerce, financial institutions, elected officials, businesses of all types, executives, youth organizations, schools, churches, and non-profit organizations who are already demonstrating their commitment to helping kids learn valuable lessons that will benefit them for a lifetime.

The impact of a program like Lemonade Day is four-fold: 1) teach financial literacy to kids, which is currently absent in public and private school curriculum; 2) promote entrepreneurship, which is key to jumpstart economic growth in the state; 3) teach kids to be responsible and self-reliant, and to contribute to their community's development; and 4) foster mentorship and bring families together.

"I feel so honored and excited to bring Lemonade Day to the Rogue Valley," said Lydia Salvey, City Director for Lemonade Day in Medford and Jackson County, "when I went to the conference in Houston I got to witness firsthand the impact that this program has on the lives of children, and I can't wait to see the kids in our community thrive and learn about the fundamentals of running a business and boosting economic development," continuing, "it's a truly life changing program!"

Youth entrepreneurship is gaining momentum around the world. Studies have proven that introducing kids to entrepreneurial experiences at an early age makes a measurable impact on their future decisions related to education, training, life, and work.

"Cities and communities that host Lemonade Day programs for kids of Kindergarten through Fifth Grade age are making a difference in a positive, meaningful way: they are demonstrating their commitment to bettering people, society and the economy by supporting youth entrepreneurship," states Debbie Nazarian, Lemonade Day National director of programs.

Debbie Nazarian is available to explain the role of Lemonade Day host cities and the support that cities can expect from the national Lemonade Day team. Contact Debbie via email at debbie@lemonadeday.org or by phone at 281-217-0634.

For more information about Lemonade Day Medford-Jackson County, please contact Lydia Salvey via email at medford@lemonadeday.org or by phone at 541-608-8520.

About Lemonade Day

Founded in Houston in 2007, Lemonade Day has expanded to 80 licensed markets in the United States and Canada and to six U.S. military bases and growing. More than one million children and thousands of adult mentors have participated in Lemonade Day since 2007. Adults can register a child to participate in Lemonade Day and give them a taste of the sweet success that comes with owning their own business. For more information, visit lemonadeday.org/find-your-city.