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PRESS RELEASE

Lemonade Day 2021 Registration Now Open

Kids of All Ages Can Become Entrepreneurs Through Fun, Free Program on April 24

Wichita Falls, TX (January 22, 2020) Lemonade Day Wichita Falls will be Saturday, April 24, 2021, and online registration is now open. On this day, hundreds of young entrepreneurs will host lemonade stands across the city, and see the culmination of their work, and lessons learned through a free curriculum guide provided by Lemonade Day.

Lemonade Day is a fun, experiential program that teaches youth how to start, own and operate their very own business - a lemonade stand. Each year, in participating cities across the United States, youth have the opportunity to experience entrepreneurship by setting up their business during their city's community-wide Lemonade Day. Lemonade Day materials and events are 100% free through a partnership between the Small Business Development Center (SBDC) and Texoma Community Credit Union (TCCU), that began in 2017.

“For us, Lemonade Day is so critical to our community because it provides financial literacy skills that will translate into the real world,” said John Buckley, President and CEO at TCCU. “It teaches budgeting, but also how loans work – we even have a program where kids can take out small business loans from TCCU for their lemonade stands to learn about borrowing and interest.”

“Beyond the skills learned, it’s fun for kids, and gives them an opportunity to use their creativity and boosts their confidence,” said the SBDC’s Director Vanda Cullar, in 2019 we had over 350 kids host stands across town. With COVID-19 restrictions and our cancellation in 2020, we know so many kids now more than ever need this special day to look forward to.”

On the big day, entrepreneurs will be able to safely set up lemonade stands around Wichita Falls and the surrounding area. Participants are encouraged to follow COVID-19 safety guidelines and wear personal protective equipment when serving their lemonade. Lemonade stand patrons are also encouraged to wear masks when visiting the stands throughout the city.

Lemonade Day season for 2021 will kick off with a drive-thru packet pick up party for all participants. Packets will be available for pick up in the Dillard College of Business parking lot on Tuesday, March 2, from 5:00 to 7:00 pm. come and go. At this event participants will be able to safely pick up their materials such as workbooks and t-shirts – all free with registration.

Because Lemonade Day was canceled in 2020 after many already picked up their packets, participants are encouraged to use their unused workbooks and t-shirts from last year. If misplaced, new shirts and packets can be picked up on March 2.

To learn more about Lemonade Day Wichita Falls, contact Leah Bishop, Lemonade Day coordinator, at leah@texomacu.com or 940-851-4015 or visit www.Facebook.com/LemonadeDayWF. Registration is available now at www.LemonadeDay.org/Wichita-Falls.