



Presented By:  
**ChaCha**

City of  
**Indianapolis**  
Gregory A. Ballard, Mayor



## **MEDIA ADVISORY**

**FOR IMMEDIATE RELEASE**

March 12, 2010

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### **LEMONADE DAY INDIANAPOLIS SET TO INSPIRE BUDDING ENTREPRENEURS**

*Local Inventor and Entrepreneur Scott Jones, First Lady of Indianapolis,  
Indy Parks & Recreation and Central Indiana Corporate Volunteer Council  
Will Launch Project that Teaches Kids How to Be Successful in Life*

INDIANAPOLIS – (March 12, 2010) Join local inventor and entrepreneur Scott A. Jones, First Lady of Indianapolis Winnie Ballard, Indy Parks & Recreation Director Stuart Lowry and partnering organizations for the launch of Lemonade Day Indianapolis! A project of the Think Forward Foundation, Lemonade Day Indianapolis is a free, citywide initiative designed to teach kids how to start, own and operate their own business – a lemonade stand. On the morning of March 16 at Riverside Park, more than 100 volunteers from the Central Indiana Corporate Volunteer Council will pack 7,500 backpacks with the information needed for participating children to build their own lemonade stands and open for business on May 2. Indianapolis is one of 16 cities around the country participating in Lemonade Day! For more information, visit [www.lemonadeday.org](http://www.lemonadeday.org) and click on Indianapolis.

**WHO:** CHACHA FOUNDER AND ENTREPRENEUR SCOTT A. JONES, FIRST LADY OF INDIANAPOLIS WINNIE BALLARD, INDY PARKS DIRECTOR STUART LOWRY, PARTNERING ORGANIZATIONS AND VOLUNTEERS

**WHAT:** OFFICIAL LAUNCH OF LEMONADE DAY INDIANAPOLIS

**WHERE:** RIVERSIDE PARK FAMILY CENTER UPPER GYMNASIUM  
2420 N. RIVERSIDE EAST DRIVE  
INDIANAPOLIS, IN

**WHEN:** 9:30 A.M. TUESDAY, MARCH 16, 2010

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