



Presented By:
ChaCha



Indianapolis
Gregory A. Ballard, Mayor



PRESS RELEASE

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THE RESULTS ARE IN: LEMONADE DAY INDIANAPOLIS A BIG SUCCESS!
*More Than 7,400 Kids Participated in Lemonade Day, Entrepreneurs Turned a Profit and
“Saved Some, Spent Some & Gave Some”*

INDIANAPOLIS – Lemonade Day in Indianapolis, held on May 2nd of this year, attracted more than 7,400 youth to open lemonade stands for business in Indy Parks, shopping malls, supermarkets and in their own front yards. Declared by Mayor Greg Ballard as “Lemonade Day” in Indianapolis, youth, ages 3 to 16, turned a profit and learned valuable entrepreneurial skills and life lessons.

“The results of the first Lemonade Day in Indianapolis confirm the benefits of giving our youth the tools and direction to accomplish their goals,” said Mayor Ballard. “I anticipate Lemonade 2011 will be just as successful.

A project of the Think Forward Foundation, Lemonade Day Indianapolis is a free, citywide initiative that introduces kids to entrepreneurship by teaching them how to start, own and operate their own business – a lemonade stand. Scott Jones, local inventor and entrepreneur, brought Lemonade Day to Indianapolis in 2010 after Houston entrepreneur and Lemonade Day founder Michael Holthouse asked Scott to champion the initiative. Indianapolis is one of a dozen cities participating in Lemonade Day.

“Lemonade Day was a big success. Our goal was to register 5,000 kids and more than 7,400 participated, which is more than triple the number of kids who participated the first year in Houston,” said Scott Jones. “In just a few short months, we secured more than 50 corporate sponsors and community partners and garnered support from Governor Mitch Daniels and Mayor Ballard. Our first year was a ‘home run.’”



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Lemonade Day results, extrapolated from one of three Lemonade Day contests, the “Best Business Contest,” suggests that youth embraced a fundamental lesson from Lemonade Day - save some, give some and spend some.

Average Gross Revenue per Stand - \$109
Total Gross Revenue - \$811,672

Average Glasses Sold per Stand - 73
Total Glasses Sold - 545,207

Average Charity Proceeds per Stand - \$36
Total Charity Proceeds - \$266,637

Average “Manhours” per Stand - 3.71 hours

For more information, visit www.lemonadeday.org and click on Indianapolis.

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