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FOR IMMEDIATE RELEASE

Lemonade Day Youth Entrepreneurship Program Expands to Kittitas County

ELLENSBURG, WA – April 22, 2022 - The Kittitas County Chamber of Commerce is pleased to announce our newest program, Lemonade Day throughout Kittitas County. Lemonade Day is a national youth entrepreneurship program that teaches leadership and business skills. This is by encouraging children to launch a lemonade business in their community. Open registration for students in grades kindergarten to fifth grade will go live on Monday, June 14, 2022 on our website. The official Lemonade Day event will be on August 20, 2022 happening across Kittitas County. On that day, all participants will be able to showcase their lemonade stand.

A kickoff celebration in Ellensburg is planned for **May 4, 2022 from 5:30 p.m - 7:00 p.m at Top of the 'Burg, Hotel Windrow**. The Cle Elum kickoff celebration will happen on **Tuesday, May 10 from 5:30 p.m - 7:00 p.m located at the Cle Elum Eagles #609 in Cle Elum**.

"I'm so excited to help bring Lemonade Day to Kittitas County. It really is a great blend of promoting entrepreneurship, teaching financial literacy, and setting up our youth for success. It is exactly the type of program you would want your Chamber to put on. People can't help but smile when we tell them about the program, and you can see them get excited about Lemonade Day as well." - Matt Anderson, Director of Tourism and Events at Kittitas County Chamber of Commerce.

The goals of Lemonade Day are:

- 1) Teaching financial literacy to kids
- 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
- 4) Providing mentorship opportunities to connect local businesses with the community

The Chamber believes that introducing kids to entrepreneurial experiences at an early age makes a measurable impact on their future decisions related to education, work and life. Mentors guide participants through a variety of entrepreneurship lessons via the My Lemonade Day app or with workbooks and take participants through the journey of planning, launching and operating a business.

"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

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their commitment to bettering people, society and the economy by supporting youth entrepreneurship,” states Debbie Nazarian, Lemonade Day National Director.

Anyone and everyone can be involved in Lemonade Day! Young entrepreneurs with lemonade stands need mentors, investors, business partners, great locations, and customers. Sponsors and volunteers are also needed to make Lemonade Day a success.

For more information regarding Lemonade Day, visit our website at kittitascountychamber.com/lemonade-day. Any questions you have, you can contact our Director of Tourism and Events Matt Anderson at matt@kittitascountychamber.com or call the Kittitas County Chamber of Commerce office at **509-925-2002**.

About the Kittitas County Chamber of Commerce: The Kittitas County Chamber of Commerce is the largest business support and development organization in Kittitas County, and one of the largest in Central Washington. With over 500 members representing every business sector, the Chamber and its committees oversee county-wide tourism promotion and economic development initiatives and a range of business support tools including publications, web services, seminars and even leadership development for a new generation.

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