

# MEDIA

## FACT SHEET

### About Lemonade Day

Lemonade Day is a fun, free experiential learning program that teaches youth how to start, own and operate their own business...a lemonade stand! Each year, National Lemonade Day is observed on the first Sunday in May, when youth around the country take to the streets of their communities to open their Lemonade stands, and put the business skills they have learned into practice.

Launched in Houston, Texas in 2007, Lemonade Day has grown from 2,700 kids in one city to 150,000 kids in 36 cities across America and Canada. With the help of partners like Google, Lemonade Day will bring this entrepreneurial experience to 1 million kids in 100 cities across America, sparking entrepreneurship and empowering youth in a way that's never been done to scale.

### The Lemonade Day story

It all started with a Turtle. Lemonade Day was founded when Lissa, Michael Holthouse's daughter asked her dad to buy her a turtle. When Michael drew a line in the sand expressing she had enough pets, Lissa decided to open a Lemonade stand and purchase the turtle with her own money. Michael, a successful entrepreneur, soon found himself offering Lissa numerous tips to make her lemonade stand a success. He quickly realized the tips were valuable business lessons that she could apply to any entrepreneurial situation. As a result, Michael was inspired to pour the same principles for success into other youth and empower them to realize their entrepreneurial dreams: Lemonade Day was born!

Since its inception, Lemonade Day has provided access to the experience of business ownership to youth from all walks of life. They learn business skills and principles which follow them into adulthood. Whether they become entrepreneurs or not, the life skills learned from this experience help develop strong community leaders. From that very first Lemonade stand in Houston, Lemonade Day now has over 150,000 youth across the U.S. and Canada participating each year.

### Goal

The goal of Lemonade Day is to give children of all socio-economic backgrounds, in all neighborhoods, the opportunity to start their own business and learn how to make money where they are encouraged to 'spend a little, save a little and share a little.'

As most new business owners, Lemonade Day entrepreneurs usually have a goal for what they want to do with their money. For some it may be to go to summer camp. Others want to help a classmate who is sick. Some youth want to buy something. Thus the spend, save, share model.

## Mission

The mission of Lemonade Day is to empower today's youth to become tomorrow's entrepreneurs.

## FREQUENTLY ASKED QUESTIONS

What exactly does Lemonade Day consist of?

There are two distinct primary components of Lemonade Day: First, there is a month or longer learning experience when participating youth and their adult mentor/parent follow the step-by-step, 14 principles that comprise the Lemonade Day curriculum for starting a business. The second component is the actual implementation of the Lemonade Day process by youth operating their Lemonade stand business on Lemonade Day.

When did Lemonade Day begin?

Lemonade Day was founded in 2007.

Is national Lemonade Day always held on the first Sunday of May?

Yes. The first Sunday in May is when National Lemonade Day is officially observed, however, in some colder climate cities across the country, Lemonade Day is observed on the first Sunday in June in those communities. There are other exceptions as well. Visit the website to verify when it is being observed in your area.

Where does the money raised on Lemonade Day go?

The money made on Lemonade Day at each stand belongs to the youth participants who operate that stand 100% of what they make is their business profit. They are encouraged to spend a little on themselves for their hard work, save a little and open a bank account and share a little with a local non-profit in their community, but the money is their own.

How can community members participate?

On Lemonade Day, everyone has a job: buying lemonade, selling lemonade or supporting a child by teaching valuable life lessons. Lemonade Day is as much about community unity and engagement as it is about supporting young entrepreneurs. You can mentor a child, involve your local school or youth organization, donate, or sponsor stands in front of your own business.

Is there any cost for Lemonade Day participants?

No. Lemonade Day is a free program as a result of the generosity of our sponsors. Their support provides the Lemonade Day curriculum, activities and other services, products and resources of the Lemonade Day organization.

How many cities currently participate in Lemonade Day?

Over 35 cities across the US currently participated in Lemonade Day 2012. An estimated 50 cities will participate in 2013.

What is unique about the Lemonade Day program in comparison to other Lemonade stand non-profit organizations?

Lemonade Day is unique in that its focus is on education and experience, rather than raising money for a particular cause or charity.

## OUR LEADERSHIP

Michael Holthouse, Co-Founder

Michael is best known in the business world as founder and President of Paranet, Inc., a computer network services company. As an INC. Magazine Entrepreneur of the Year and a two-time “Inc. 500 Fastest Growing Company” winner, Michael grew Paranet in 6 years to 27 offices, 1600 employees and revenues in excess of \$100 million and ultimately sold the company to Sprint in 1997.

Since then he has focused on philanthropy, investments and a variety of business interests. Community involvement is an enormous part of Michael’s life and he has served on a variety of children’s and civic boards.

His family foundation, The Holthouse Foundation For Kids, focuses proactively on at-risk youth. His philanthropic venture is called Prepared 4 Life which prepares middle school youth for life through fun, proactive and experiential after-school programs infused with life skills, character education and entrepreneurship. His newest venture is Lemonade Day, which is a community wide education event teaching youth how to start, own and operate their very own “Lemonade Business”.

The most treasured part of Michael’s life is spending time with his wife Lisa and their four children.

Julie Eberly, President

Julie brings passion, enthusiasm and creativity into everything she does. A native of Sacramento, she has been residing in Houston with her husband and four children since 1995. She earned a Bachelor of Science degree in business administration from California State University. She has actively supported non-profit organizations since 2001, having worked previously in development and community outreach roles with Interfaith Ministries for Greater Houston and AIDS Foundation Houston. She has participated in mission outreach in Guatemala, India and other countries. Eberly is currently on the board for The Center for Aids.

She is committed personally and professionally to supporting “at risk” segments of the population. Eberly is instrumental in connecting the educational sector, the business community and faith-based organizations with philanthropic giving to support programs that foster character development and entrepreneurship among youth.

#### NATIONAL SPONSORS

The generosity of our Lemonade Day sponsors provides the curriculum, activities and other services, products and resources of the Lemonade Day program and its organization.