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Youth Empowerment Conference to Precede Lemonade Day

May 21, 2013

Lindenwood University will host a Youth Empowerment and Small Business Conference from 10 a.m. to noon on Saturday, May 25, in Harmon Hall on its Charles campus. The two-hour conference is in preparation for the upcoming first annual Lemonade Day in St. Charles County, a fun-filled event through which the community will join with 40 other cities across North America to promote small business and empower today's youth to become tomorrow's entrepreneurs.

For the inaugural year of the local Lemonade Day program, the goal is to have 250 lemonade stands operating throughout St. Charles County on Saturday, June 15. Organizers estimate that nearly 200,000 youngsters across America and Canada will participate.

Lindenwood's youth empowerment conference will offer children and their parents interested in participating in Lemonade Day information on how the event promotes important life skills for personal success. Rick Duree, director of the Duree Center for Entrepreneurship at Lindenwood University, will deliver the keynote address.

"We currently have 100 local youngsters registered for the community's first year participating in Lemonade Day," said Greg Prestemon, president of Partners for Progress of Greater St. Charles and CEO of the Economic Development Center of St. Charles County. "This upcoming conference will help more local families find out about this grass roots effort to promote leadership and small business skills in America's next generation."

The 2013 St. Charles Lemonade Day event is organized by Lindenwood University, Charter Communications, local chambers of commerce, Partners for Progress of Greater St. Charles, and the Economic Development Center of St. Charles County.

For more information, contact Curtis Stuesse, local Lemonade Day organizer, at curtis@edcsc.com or 636-229-5286.

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