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LEMONADE WEEK TEACHES CHILDREN HOW TO RUN A BUSINESS

September 11, 2015

Lindenwood University recently helped facilitate Lemonade Week in the St. Charles and St. Louis areas, an event, running from Sept. 1-7, designed to teach children how to start their own businesses through the real-world experience of running a lemonade stand.

Through the John W. Hammond Institute for Free Enterprise's Duree Center for Entrepreneurship, area children were able to get some experience in starting, running, and profiting from a business. David Rosenwasser, Director of the Duree Center, said Lemonade Week was one of the center's major projects of the year.

"As director of Duree, I want to stimulate interest in entrepreneurship," Rosenwasser said. "This project fit perfectly for us."

Over 740 children in the St. Louis area, including St. Charles County and the Metro East, registered for Lemonade Week, with Lindenwood giving the budding businessmen and businesswomen information packets with ideas on how to make lemonade, how to make a business plan, how to use branding techniques, and much more.

Participating children could keep their proceeds, and Lindenwood also offered prizes for most original stand, best-looking stand, best-tasting lemonade, and top-grossing stand. Rosenwasser said the lemonade stands had themes ranging from Legos to Hawaii.

Regions Bank sponsored the event and acted as a pick-up location for the free information packets. KTVI-TV offered media support by featuring Lemonade Week in broadcast and Internet publications. The program also received support from the Economic Development Center of St. Charles and Partners for Progress.

Lemonade Week derives from a program originating in Houston called Lemonade Day, which started in 2007. This was the second year Lindenwood and the Duree Center participated in the event, and registration rose from about 200 children to over 740.

The children kept the money earned from selling lemonade.

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