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PRESS RELEASE

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May 4th Day stand locations announced

CHARLESTON, W.Va. – This year, nearly 2,000 West Virginia children will participate in [Lemonade Day](#), a free, community-wide program dedicated to teaching children how to start, own and operate their own business through the simple and time-honored act of building and running a lemonade stand. The young entrepreneurs will be setting up stands on Saturday, May 4, 2013 to learn a valuable lesson for business success: don't wait to find a job, create one. Stands can be found in nearly 30 locations statewide. For a complete list of locations visit www.westvirginia.lemonadday.org.

[Vision Shared](#), a statewide economic and community development organization, is launching a pilot project called Lemonade Day. The project is funded, in part, by a grant from the Claude Worthington Benedum Foundation. Additional support and promotion of Lemonade Day is provided by Brickstreet, The Region 1 Workforce Investment Board, The Tamarack, and the West Virginia Alliance of Sustainable Families. The West Virginia Department of Education offers strong support of the program.

"Educating our young people about entrepreneurship and reinforcing the value that innovation brings to our economy is critical to America's prosperity in the 21st century," West Virginia Superintendent Jim Phares said. "Selling lemonade is often where children are first exposed to running a business. A positive experience can build their confidence and teach them that owning a business is within their reach. It's empowering."

On Lemonade Day, everyone has a job – either buying or selling lemonade. Residents in pilot communities are encouraged to simply purchase a cup of lemonade from a youth participating in the program. "It's a grass roots effort," said Rebecca McPhail Randolph, President of Vision Shared. "Lemonade Day involves the community and youth with a goal to create future entrepreneurs and business leaders in West Virginia."

Lemonade Day is part of a comprehensive effort by Vision Shared to encourage the growth of entrepreneurial businesses. To learn about ways to get involved in Lemonade Day visit www.westvirginia.lemonadeday.org. Or, for information about sponsorships, partnerships or volunteering on Lemonade Day, please contact Rebecca McPhail Randolph at 304-767-5189 or president@visionshared.com.

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Vision Shared Inc. is a statewide nonprofit, nonpartisan community and economic development organization in West Virginia. Its mission is to strengthen the economy, transform communities, promote progressive government and improve the quality of life for West Virginians. Learn more at www.visionshared.com.