

**FOR IMMEDIATE RELEASE**

Contact:

Carrie Moulder

[news@jlno.org](mailto:news@jlno.org)

[504-891-5845](tel:504-891-5845)

## **JUNIOR LEAGUE OF NEW ORLEANS TO HOST FIFTH ANNUAL LEMONADE DAY UNIVERSITY**

***Half-day course teaches kids how to start, run and own a business***

*April 2, 2017, New Orleans, LA* – The Junior League of New Orleans (JLNO) is excited to present its fifth annual Lemonade Day University. This half-day interactive educational event teaches children how to start, own and operate their own business in preparation for Lemonade Day.

Lemonade Day University is free for children ages 8 to 12 years. The session will take place Saturday, April 22, 2017 from 8:30 a.m. to 11:30 a.m. at JLNO's Headquarters at 4319 Carondelet Street.

“Lemonade Day University is a fun way for young entrepreneurs to learn what it takes to run a business,” said JLNO president Maria Pardo Huete. “We’re excited to show them the ropes and encourage New Orleans’ youngest generation of business community leaders.”

Registered participants will learn how to make healthy lemonade, organize a business plan, how to budget and develop successful strategies to promote their lemonade stand. Each child will also receive a backpack containing detailed supporting materials including an entrepreneur workbook, marketing tips and a mentor guide.

Louisiana Lemonade Day is May 6, 2017. In addition to enhancing their math calculations, reading comprehension, and communications skills, Lemonade Day participants develop financial literacy, critical thinking, civic responsibility, customer service, problem solving, presentation skills, leadership, personal productivity, self-direction, social responsibility, social skills, and self confidence. Lemonade stand owners keep all the money they make and are encouraged to spend some, save some, and share some.

To register for Lemonade Day University, please visit [www.jlno.org/lemonadeday](http://www.jlno.org/lemonadeday). To learn more about JLNO, please visit [www.jlno.org](http://www.jlno.org).

*The Junior League of New Orleans is a 501(c)3 not-for-profit organization committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers.*

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