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“Lemonade Day My Way” : Kids Taste the Sweet Success that Comes with Starting Their Own Business

Killeen, Texas (July 25, 2020) – This weekend, Lemonade Day leaders and their business partners in the Fort Hood Area are encouraging kids to host a lemonade stand their way – either virtually or in person via drive-thru option -- while practicing social distancing and adhering to other health and safety guidelines outlined by our community and the U.S. Center for Disease Control. Lemonade Day My Way participants are eligible to enter contests to win new bicycles and prizes for starting a future business.

In March, Lemonade Day organizers announced the postponement of Lemonade Day, traditionally held the first weekend in May, in light of stay-at-home orders and other health and safety regulations necessitated by the COVID-19 pandemic. Kids, youth groups, family and friends typically set up lemonade stands in parks, neighborhoods, retail centers, farmers’ markets, places of worship and other venues to make money for themselves or a special cause. Lemonade Day My Way is a safe alternative that still gives youth an opportunity to showcase their creativity and business plan.

“Quarantines, social distancing, remote working, and home-schooling have necessitated a rapid transition to new and different ways of life for all of us,” said City Director Amanda Sequeira. “The realities of the novel coronavirus pandemic are especially tough on kids and teens. Lemonade Day My Way enables participants to navigate the obstacles of COVID-19 and still launch a profitable lemonade business.”

The community can view lemonade stand locations posted by participants on the [Stand Locator Map](#). Visit forthood.lemonadeday.org, and click the red “Stands on the Map” button. Potential customers can hover over each dot to view location details. The map is updated daily.

This spring, Lemonade Day participants worked through Lemonopolis, the digital world of Lemonade Day, while sheltering at home. Lemonade Day organizers issued weekly challenges and new activities to keep kids engaged in lieu of in person Lemonade Day workshops. Lemonade Day provides young people with the ability to learn skills pertinent to building their entrepreneurial mindset along with social and emotional skills allowing them to channel their creativity to overcome adversity to start their dream business. The Lemonopolis curriculum aligns with core educational standards and is centered on the Search Institute’s 40 Developmental Assets® framework, which provides positive support and strengths that young people need to succeed.

About Lemonade Day

Lemonade Day is a free, community program dedicated to teaching children, Pre-K through high school, how to start, own and operate their own business – a lemonade stand. Lemonade Day is presented by First National Bank Texas and Fort Hood National Bank, along with Fort Hood Family Housing and local sponsors H-E-B and Chick-fil-A. For more information about Lemonade Day, visit <http://forthood.lemonadeday.org>.

About Lemonade Day My Way

Here are three examples of virtual lemonade stands options:

1. The Simple Way – kids can invite supporters to buy lemonade from their own website.
 - a. Virtual stand where participants market their lemonade and stand and in return for purchase, provide their special recipe or product to customers.
 - b. Digital payment (PayPal, Venmo, etc.) using a parent’s account.
2. The High-Tech Way
 - a. Create an online e-commerce store (Shopify, Sharetribe, etc.) to sell their lemonade recipe or other product. Upon purchase from the e-commerce store, customers would receive the lemonade recipe or product.
3. The Social Way
 - a. Virtual stand where participants market their lemonade and stand through social media and in return for purchase, provide their special recipe or product to customers.
 - b. Digital payment (PayPal, Venmo, etc.) using a parent’s account.

Here are two examples for hosting an in person lemonade stand:

1. The Drive-Thru Way
 - a. Hosted on private property with convenience to customers as they remain in their vehicle.
 - b. Follow health and safety guidelines (i.e. masks, gloves, hand sanitizer/cleaning products, contactless delivery via tray, utilize lids for cups and wrapped straws, etc.)
2. Lemonade To Go “The To Go Way”
 - a. Pre-packaged take home lemonade kits with individually wrapped items such as water bottles, lemonade packets and other ingredients all prepared in a sanitary way.
 - b. Sold at an in-person stand, door to door or via drive-thru.