

ADVISORY

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FOR IMMEDIATE RELEASE:

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Nearly 2,000 Young Entrepreneurs will Start, Own and Operate Their Own Business at Lemonade Day-DC

April 5

WHAT:

Lemonade Day, a free experiential learning program that prepares youth to start, own and operate their own business—a lemonade stand—brings financial literacy and entrepreneurship to all eight wards of the District, with the support of the George Washington University [School of Business](#) (GWSB), [PNC](#), [Gallup](#) and Arthur and Judith Mintz, all of whom are committed to teaching financial literacy to youth.

Nearly 2,000 third- through eighth-grade D.C. students will operate their lemonade stands and then use their profits responsibly as the Lemonade Day motto teaches: spend a little, save a little, share a little. Spend a little on yourself, save a little and open a savings account, and share a little with a local nonprofit.

WHEN/ WHERE:

On Saturday, April 5 students will operate lemonade stands in more than 60 locations across Washington, D.C. A complete list of Lemonade Day stand locations can be found [here](#).

The following locations are open to media:

Kick-off Breakfast: 10:30 a.m. to 12 p.m.

Corporate sponsors, GW personnel and volunteers will be available to speak to media at the breakfast.

Tonic Restaurant

2036 G St., NW
Washington, DC
Foggy Bottom-GWU Metro (Orange and Blue lines)

Lemonade Stands 12 to 4 p.m. Across the City

Tonic Restaurant

2036 G St., NW
Foggy Bottom-GWU Metro
(Orange and Blue lines)

Tenleytown Metro Station

4501 Wisconsin Avenue, NW
(Red Line)

Eastern Market Station
701 Pennsylvania Ave SE
(Orange and Blue Line)

PNC Branch
4100 South Capitol St SE

DC Arboretum
24th and R St, NE

MEDIA RSVP:

Advance RSVP is requested to cover specific locations. RSVP to Dustin Carnevale at dcarnevale@gwu.edu. Event day media contacts are Dustin Carnevale, 202-578-3710, and Angela Olson, 202-538-7918.

For more information about Lemonade Day events happening around the country, visit:
<http://lemonadeday.org/>.

Lemonade Day DC is sponsored by the GW School of Business, Gallup, PNC Bank and Arthur and Judith Mintz

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