

## PRESS RELEASE

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**Education Alliance Board Recognizes Lemonade Day Winners**  
***Students Learn Entrepreneurial Skills through Fun Activity***

Charleston, WV – On Thursday, March 20, 2014, The Education Alliance’s Board of Directors recognized the winning team of students from Keyser Middle School for their participation in Lemonade Day in February. Lemonade Day is a free, fun, experiential learning program that teaches youth how to start, own and operate their own business – a lemonade stand.

Keyser Middle School’s Winning Lemonade Day Team is comprised of six students. The students chose to donate their profit to the Susan G. Komen foundation. They shared with board members how they came up with the winning lemonade recipe, what strategies they used to work effectively as a team, and how they successfully advertised their team’s lemonade stand. Each student received a special plaque during the board meeting honoring them for their participation.

“Small business is so crucial to West Virginia’s economy,” said Dr. Amelia Courts, President of The Education Alliance, “and Lemonade Day is an excellent way to help our students develop their entrepreneurial skills at a young age and keep that positive trend going for the future.”

Schools are encouraged to sign up and give their students the opportunity to learn crucial life lessons by participating in Lemonade Day 2014. Each child that registers to participate will receive a backpack with an Entrepreneur Workbook that teaches lessons of entrepreneurship like creating budgets, setting profit-making goals, serving customers, repaying investors, and giving back to the community. Along the way, they acquire skills in goal-setting, problem solving, and gain self-esteem critical for future success.

Lemonade Day West Virginia was piloted last year by Vision Shared. “We appreciate the opportunity to recognize these students who participated in Lemonade Day,” said Cory Dennison, President of Vision Shared. “The acknowledgement provided by The Education Alliance Board of Directors is key to building the program’s success and extremely helpful in our efforts to recruit more schools to participate.”

To sign up or to learn more about Lemonade Day visit [westvirginia.lemonadeday.org](http://westvirginia.lemonadeday.org).

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**About The Education Alliance**

Founded in July 1983 as the first statewide public education fund in the nation, The Education Alliance is a private-sector initiative to help businesses understand the importance of financially and resourcefully supporting the state’s public schools and to give business a voice in public education that advances policies and practices to continually improve public school student achievement in West Virginia.