

SENATOR DONOVAN M. DELA CRUZ

April 11, 2013

Aloha:

There is an upcoming event called **Lemonade Alley** which is also a fun way for students to learn entrepreneurship & charitable giving. It is open to for all youngsters in three divisions – elementary, middle and high school aged students. Teams are made up of 2 to 5 students and the first 40 teams to sign up will be chosen on a first come, first served basis.

For the competition, the students build their own booths, create a business plan, develop their own recipe for lemonade and pitch their product to see who can sell the most lemonade for charity. They will be judged on their business plan, recipe, booth design, one-minute pitch, and sales performance.

The Lemonade Alley competition will be held on Saturday, April 27, 9:00 a.m.-2:00 p.m., Hyatt Regency Waikiki Atrium Mall, 2424 Kalakaua Avenue. For more information, please go to the LemonadeAlley website at www.LemonadeAlley.com where application forms are available.

Free workshops on recipe concocting, booth design and pitch coaching are being held every Saturday beginning April 6 at Capital One 360 Café, 1958 Kalakaua Avenue, from 10:00 a.m. to 12 noon.

If you know of any students who may be interested in entering this event, please encourage them to sign up at the above website. I think this is a great opportunity for them to learn entrepreneurship and what it takes to conduct a successful operation.

Mahalo,

Senator Donovan M. Dela Cruz

**Lemonade Stand Contest
Hawaii Kids K-12**



\$1,000

CASH PRIZE PER DIVISION

**Team Reservations
& Best Locations**

FIRST COME BASIS!

Sign up at:

LemonadeAlley.com