



Thank you for participating the Annual Lemonade Day brought to you by The Grow Group, Cayman's PR, social and digital marketing innovator, and Stingray Media! Lemonade Day is a fun, experiential program that teaches kids how to start, own and operate their very own business: a lemonade stand.

Lemonade Day's program builds self-reliance and financial literacy and introduces important business & entrepreneurial skills. Children experience a new level of confidence and see new possibilities for their future as leaders, volunteers, and forward-thinking citizens.

The information you need is in the packet provided. Please complete the Registration Form and return to Stingray Media Studios at 38 Godfrey Nixon Way.

FOUR STEPS TO SUCCESS!



DEVELOP A RECIPE!



KEEP TRACK OF THE COST TO PRODUCE THE PRODUCT!



COME UP WITH A FAIR PRICE TO CHARGE SO YOU MAKE A PROFIT!



DEVELOP A PLAN TO MARKET YOUR LEMONADE STAND – FLYERS, SIGNAGE, AND SOCIAL MEDIA!



Our Stingray Media partners will try to drop in to a few stands and say “Hi!” and chat to our young entrepreneurs.

Apologies if we miss anyone!

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Upload your photos on Social Media and Tag Our Stations with #LemonadeDay2023

@x107.1

@106.1KissFM

@Hot104.1FM

@96.5CayRock

@93.5CayCountry

@Magic91.5FM

@BOBO89.1FM

VOCABULARY WORDS TO INTRODUCE

Entrepreneur A person who Starts a Business for the purpose of making a Profit.

Business The Selling of Goods or Services to make a profit.

Revenue All the Money that comes into the Business.

Expenses All Costs related to your Business.

Profit The Money Earned from Sales after Expenses are Paid.

Goal What you want to Achieve.

Budget A list of all Planned Expenses and Revenue.

Advertising Everything you do to tell Future Customers about your Business.

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