MEDIA ADVISORY

FOR IMMEDIATE RELEASE

MARCH 5, 2012

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THOUSANDS OF ENTREPRENEUR KITS TO BE STUFFED, DISTRIBUTED TO CENTRAL INDIANA ORGANIZATIONS FOR LEMONADE DAY

Inventor and Prolific Entrepreneur Scott Jones, Indy Parks & Recreation
and Volunteers from Local Businesses Prepare For Third Annual Lemonade Day

INDIANAPOLIS – Join local inventor and prolific entrepreneur Scott Jones, Indy Parks & Recreation Director Stuart Lowry and representatives from local businesses to set Lemonade Day 2012 in motion! Presented by Teachers Credit Union, Ice Miller and ChaCha, Lemonade Day Indianapolis is a free, Greater Indianapolis Area initiative designed to teach kids how to start, own and operate their own business – a lemonade stand. On March 6 at Riverside Park, more than 100 volunteers from Teachers Credit Union, Ice Miller, RCI, Telamon, UPS, Starbucks, St. Elmo’s and other local businesses and groups, will stuff 15,000 backpacks with the information needed for participating children to start their own lemonade stand businesses on Saturday, May 19. Backpacks will be distributed to family centers at parks, libraries, schools and youth-serving non-profit groups throughout the nine-county region. Kids can sign up and get a backpack at these locations beginning March 8. For more information, visit www.lemonadeday.org and click on Indianapolis. For a complete list of sign-up locations, click on “Backpack Pick-Up.”

WHO: CHACHA FOUNDER AND ENTREPRENEUR SCOTT A. JONES, INDY PARKS DIRECTOR STUART LOWRY, SPONSORS AND VOLUNTEERS

WHAT: LEMONADE DAY 2012 BACKPACK STUFFING EVENT

WHERE: RIVERSIDE PARK FAMILY CENTER UPPER GYMNASIUM
2420 N. RIVERSIDE EAST DRIVE
INDIANAPOLIS, IN

WHEN: 9 A.M, TUESDAY, MARCH 6, 2012

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