

OUR VIEW

LEMONADE DAY REFRESHING

To the kids and parents, businesses, organizers and sponsors of Mankato's first Lemonade Day.

The nationwide effort aims to give kids an initiation into the world of business. That means they learned lessons of producing a good product, marketing and promoting it, and about sales and profits.

By all accounts, the event was a smashing success in the Mankato region with some 200 stands and over 500 children participating. Greater Mankato Growth, Verizon, HyVee, The Home Depot and Junior Achievement were sponsors.

Media partners included Hot 96.7 radio, KTOE radio, New Country 93 radio and The Free Press Media.

Other organizers included Greater Mankato Business Accelerator, Community Education and Recreation and the Minnesota Small Business Development Center.