



What is Lemonade Day?

Lemonade Day is a free, fun, and experiential learning program that teaches children how to start, own and operate their own business: a lemonade stand. The main objective of **Lemonade Day** is to empower our youth to take ownership of their lives and become productive members of society. Since its creation 14 years ago, **Lemonade Day** has impacted more than one million children in the United States. This is the third year that we celebrate **Lemonade Day** in Puerto Rico.

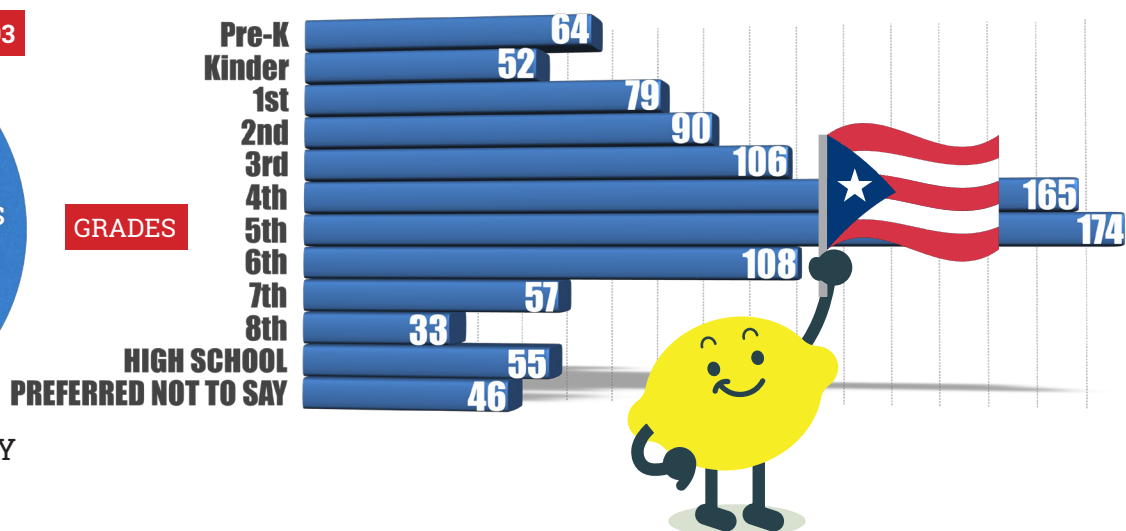
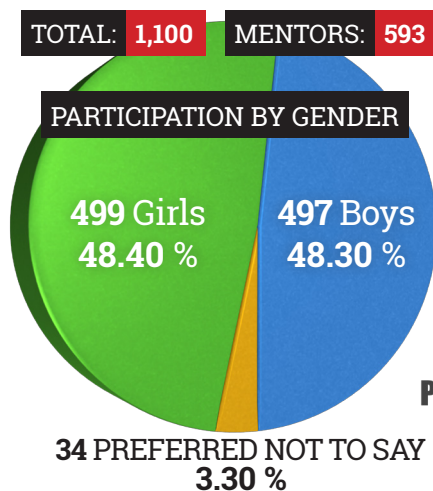
THE 2021 EXPERIENCE

“In our third year, over 1,100 kids registered to participate in LDPR. The widespread enthusiasm of our registered kids and parents was evidenced by their ample participation and interest in obtaining additional tools and resources on entrepreneurship education through virtual conferences offered by the LDPR team and our sponsors, including Banco Popular de Puerto Rico, which provided two workshops on financial literacy for children. This year, kids from 67 municipalities, including Vieques and Culebra, participated in the program. We obtained the support of the Mayors of Caguas, Guaynabo, San Juan, Bayamón and Cataño, all of whom signed proclamations declaring June 12 Lemonade Day in their munic-

ipalities. Our entrepreneurs stood out for their agility in opening and managing social media pages, their development of recipes, and presenting them to judges in two contests. The entrepreneurial spirit was palpable in the effort and dedication that the entrepreneurs placed on the design of their logos, brands, products and lemonade stands. On Lemonade Day, June 12, 2021, we were able to confirm that teaching entrepreneurship at an early age is of vital importance as it develops self-esteem, responsibility, and basic financial skills that young Puerto Ricans will use to succeed in the future.”

—Natalia Subirá,
Lemonade Day Puerto Rico Director

REGISTRATION:



IMPACT AND REACH:

- MUNICIPALITIES IMPACTED: 67
- SCHOOLS REPRESENTED: 100+
- IN THE MEDIA:

El Nuevo Día, Periódico Visión Edición Norte, Sabrosia Puerto Rico, News Is My Business, WIPR TV Noticias, WIPR TV Programa Agenda Puerto Rico, Telemundo Canal 2 – Noticias, One Caribbean Television News (CBS), WKAQ 580 AM - Programa Pulso Económico, Hot 102 FM Radio

- SOCIAL MEDIA METRICS:



Likes: 2,838 (vs. 1,363—June 2020)
Interactions: 8,794 (vs. 2,239—June 2020)
Reach: 153,850 (vs. 46,813—June 2020)



Followers: 694 (vs. 491—March 2021)
Interactions: 347 (vs. 26—June 2020)
Reach: 22,291 (vs. 1,045—June 2020)

We asked our entrepreneurs about their experience. This is what some of them had to say:

"Lemonade Day PR is a program that makes a difference and allows our children to be entrepreneurs."

—Nathaniel Grinchpun's mother,
The 3 Amigos Lemonade

"We learned to use our creativity, manage our money, and save. To develop leadership, and provide a quality product to our clients in an innovative way that would capture the attention of people."

—Joel Andrés and Joel Alexander Flores,
Flores Fresh Lemonade, Luquillo

"What I liked most was that I learned how to earn money on my own. I would tell my friends that it is great for when we are older, we will already have the knowledge and skills."

—Carlos Luna, **Luna Limón, Caguas**

"Lemonade Day allowed me to teach my daughter the value of money so that she can learn how she has to earn a living."

—Zailimary Soto (mother),
Ricas Limonadas by Chanty, San Lorenzo

"Lemonade Day is the best alternative in providing tools for your personal and educational development for your present and future."

—Bernaldo Mercado,
BW Lemonade, Isabela

"I would tell other kids not to be scared; I am shy and this program has helped me boost my self-esteem, and that they can achieve anything they set their mind to, and if they want something, they have to work for it."

—Elián Santana,
Limonadas Rico Rico, Loíza

OUR 2021 "ENTREPRENEURS OF THE YEAR" WINNERS

Idian & Jariel Estrella **Limonadas con Amor y Propósito**

This year, the Estrella siblings won the Entrepreneur of the Year award, with an assortment of tropical berries, and coconut lemonades, among others. On **Lemonade Day**, which took place on June 12th, the Estrella siblings' business exceeded their profit expectations. They greeted many clients thanks to marketing strategies that they learned through the branding and social media marketing workshops offered through Lemonade Day. With the profits earned, the Estrella siblings opened a savings account and shared another portion with the non-profit organization, Tiberiades, Inc., which helps and feeds the homeless in Ponce and surrounding areas.



"I was in tears when I saw them so excited to explain to their grandparents the 'blessing' of being named Entrepreneurs of the Year. Jariel told his grandmother, 'I never imagined it, not in a thousand years'... Thanks again for all the lessons learned! Count on us to help grow this amazing program."

—Myriam Matos, Ponce, Idian and Jariel's mother

TO DONATE

We are grateful to our sponsors for making **Lemonade Day Puerto Rico** possible. We are very pleased with our success in the third year, and we look forward to continue planting the seed of entrepreneurship. With your support, we will provide thousands of more children with entrepreneurial skills needed to achieve prosperity. To donate, visit: <https://lemonade-day.org/puerto-rico/donate>, or contact Natalia Subirá at natalia@lemonadeday.org.

ABOUT CRECE

The Center for Economic Renewal, Excellence and Growth (CRECE) is the licensee for Lemonade Day in Puerto Rico. We are a non-profit, non-partisan organization that cultivates pro-market solutions to foster self-reliance and growth. For more information about CRECE, contact Tere Nolla at: tnolla@centrocrece.org.

OUR 2021

"BEST STAND" WINNER

Elimar Vázquez

Lemonade by Lizbeth



"I felt super happy and excited...then I said 'I knew I would make it.' I will participate again next year. This was my third year."

—Elimar Vázquez

LEMONADE DAY SPONSORS:

• Presenting Sponsors:

CRECE
Banco Popular de Puerto Rico
Multinational Insurance
Las Brisas Property Management

• Gold Sponsors:

Liberty Foundation
Church's
Krispy Kreme
Baskin Robbins
Pollo Tropical
Kate & Charlie Hamilton
Comision Especial Conjunta de Fondos Legislativos para Impacto Comunitario
Fundación Angel Ramos

• Silver Sponsors:

El Mesón Sandwiches
Coca Cola
Dulce Caña
Gustazos
Néctares Goya
Pepe Ganga
San Patricio Plaza
Walmart
Super Max

• Social Media Partners:

Tactical Media
Spider Billboards



CENTRO PARA RENOVACIÓN ECONÓMICA,
CRECIMIENTO Y EXCELENCIA