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FOR IMMEDIATE RELEASE

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The Boys & Girls Clubs of the Greater Chippewa Valley plans for the 11th Annual Lemonade Day and Plans for Fall After School Programming.

The Boys & Girls Clubs of the Greater Chippewa Valley will hold their 11th Annual Lemonade Day on Thursday, August 6th 2020 from 10:00am-3:00pm.

For the past ten years, lemonade stands have been set up around the four BGC GCV communities. Members have marketed and sold lemonade with the help of volunteers at each stand. Because of the COVID-19 pandemic, Lemonade Day will look very different this year, however the kids will still be learning about running a business through the Boys & Girls Club program. To keep Club kids safe, each Boys & Girls Club will have a stand at the Club in their community, staffed by volunteers. Lemonade can be picked up that day or preordered online through this [LINK](#). For an extra \$5 volunteers will deliver orders.

The kids are learning about entrepreneurship, marketing, and design, as they go through Lemonade Day programming at the Clubs. They are also designing cards to be included in every Lemonade Day package. The staff has updated the curriculum with the use of the book *The Lemonade War*, created for a youth population, engaging them in building literacy. This allows staff to engage them in an interactive discussion as they learn about running a business, marketing strategies, customer service, and more. Sponsorship by US Bank has made it possible to upgrade the curriculum; they are also creating a short virtual program to support the Lemonade Day program.

Lemonade Day is made possible by our sponsors: US Bank, Conagra Brands, Jackie Hunt State Farm, Northwestern Bank, Prestige Auto, WEAU, WESTconsin Credit Union, Huebsch Services, Wipfli, Security Financial Bank, WS Darley & Co., Banbury Place, Coop Credit Union and Market & Johnson, Coca-Cola, Family Fare, Mainstream Boutique, Dicks Fresh Market, Walmart & Hansen's IGA.

Lemonade Day curriculum has been provided during in-person Summer Programming at the Boys & Girls Clubs. Clubs in Black River Falls, Chippewa Falls, Eau Claire and Menomonie have been open since June 15 with health and safety protocols in place including cohorts of 8 kids, social distancing, temperature checks, daily health screening questionnaires, hand hygiene, and frequent disinfecting procedures throughout the day. Currently 109 kids are registered in summer programming; this is about 85% of capacity, which has been limited due to Covid-19.

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Club programs have adapted to a new environment and responded to new community needs with the same mission by focusing on:

- Academic reinforcement programming to curb learning loss
- Reducing risky behaviors through increased participation in program areas such as sports, recreation, health & wellness.
- Mental health and emotional support through additional staff training around fostering a safe environment and daily screening for emotional well-being.
- Creating an even greater impact, provide enhanced program quality, and develop long-term connections through our relationship-based approach with trained staff and purposeful interactions with members

As the Clubs move closer to the Fall, they are working closely with the health departments and school districts in all 4 of their communities to plan for Back2School programming. Knowing that all kids have been impacted by the COVID-19 pandemic, Boys & Girls Clubs remain available to all kids ages 8 to 18, responding to unique community needs posed by the COVID-19 pandemic, following the mission to be there for the kids who need them most. The motto of Boys & Girls Clubs is “we will do whatever it takes to build great futures for the youth in our community.”

For more information on the event or our plans for programming, please contact Ann Kaiser at akaiser@cvclubs.org or call 715-577-8295.