



NEWS RELEASE

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Lemonade Alley Public Event Cancelled Due to Coronavirus Threat; Students Encouraged to Conduct On-Campus Version of Kid-Biz Contest

HONOLULU – In the wake of Gov. David Ige’s declaration of a state of emergency to help prevent spread of the coronavirus in Hawaii, the nonprofit Bizgenics Foundation reluctantly cancelled its tenth annual Lemonade Alley kid-biz challenge planned for April 25 at Pearlridge Center in Aiea. This popular contest brings together teams of public and private school students who support charities of their choice by creating and selling lemonade drinks to the public.

“With keiki programs, we always err on the side of safety, so we’re cancelling our Pearlridge event and refunding all team entry fees,” said Bizgenics Foundation chairman and Cheif Lemon Head Steve Sue. “The good news, however, is that we’re happy to assist schools wishing to stage Lemonade Alley events at their individual schools. This support includes our in-class flavor science, mixology, booth design, business planning and sales pitch sessions. We invite existing and new program sponsors to join us in supporting this free, on-campus track.”

“We’re trying to make the best of an unfortunate situation,” Sue added, “by making lemonade out of lemons, you might say.”

Since its founding in 2011, Lemonade Alley has brought together thousands of K-12 students who have raised \$78,000 to support more than 50 charities. Winning recipes have gone on to commercial production at locations such as Jamba Juice, Gyotaku, Uncle Bo’s Restaurants, Hyatt Regency and Mango Jam Honolulu.

Designed to prepare students for success in college and careers, this fun and educational activity promotes an entrepreneurial mindset, financial literacy, innovation, creativity, team building, soft skills, STEM skills and philanthropic awareness. Information is available at lemonadealley.com.

About Bizgenics

Bizgenics Foundation is a Hawaii-based 501(c)(3) nonprofit that seeks to empower all people to discover unique personal skills and learn positive social values to catalyze a bright future. Learn more at bizgenics.org

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LINK TO MEDIA MATERIALS: <https://lemonadealley.com/press/>