

FOR IMMEDIATE RELEASE

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Boys & Girls Clubs Youth Turn Lemons into Leadership on Lemonade Day

Young Entrepreneurs Launch Businesses and Give Back Across the Valley

Phoenix, AZ — On **Saturday, May 9**, Boys & Girls Clubs of the Valley (BGCAZ), in partnership with Planet Fitness, will host **Lemonade Day**, a one-day, youth-led business event where kids don't just sell lemonade—they start, own, and operate their own businesses.

From **11:00 a.m. to 1:00 p.m.**, elementary and middle school Club members will bring their business ideas to life by operating lemonade stands **outside Planet Fitness locations across the Valley**, applying what they've learned through weeks of hands-on entrepreneurship training.

Lemonade Day is a real-world learning experience where youth set goals, make a plan, and run their own lemonade stand, gaining skills in budgeting, marketing, and customer service.

Club kids also learn a powerful life lesson: how to earn, save, and share—keeping some of their profits while choosing to give back to causes they care about.

“This is entrepreneurship in action,” said Josh Stine, Vice President of External Affairs for BGCAZ. “Our kids aren't just learning about business—they're building confidence, learning responsibility, and discovering how they can make a difference.”

Lemonade Stands at Planet Fitness Locations

Community members can support BGCAZ youth entrepreneurs at the following **Planet Fitness locations**:

East Valley

- **Apache Junction** - 3003 W Apache Trail #1, Apache Junction
- **Gilbert** - 915 S Gilbert Rd, Gilbert
- **Mesa** - 825 W University Dr, Mesa
- **Tempe** - 3122 S McClintock Dr, Tempe
- **Tempe** - 1405 W Southern Ave, Tempe

Phoenix

- **Phoenix Planet Fitness near Colangelo Branch (Featured Media Location)**
7333 W Thomas Rd, Phoenix

Lemonade Day teaches youth how to:

- Set goals and build a business plan

- Manage money and make decisions
- Communicate with customers
- Take ownership and responsibility
- Give back to their community

Supporters don't just get a cup of lemonade—they help build the next generation of leaders and entrepreneurs.

Spokespeople available:

Josh Stine, VP of External Affairs and/or Samantha Hansen, Director of Workforce Development Programs and AZYouthforce

About Boys & Girls Clubs of the Valley (BGCAZ):

Boys & Girls Clubs of the Valley (BGCAZ) is Arizona's premier out-of-school-time provider, serving more than 20,000 young people annually across 30+ Clubs. For more than 75 years, BGCAZ has provided safe, supportive environments where youth can learn, grow, and build the skills they need for great futures. Through high-quality programs focused on academic success, character and leadership, health and well-being, and life and workforce readiness, BGCAZ empowers young people—especially those who need us most—to reach their full potential as productive, caring, and responsible citizens.

A key component of this work is **AZYouthforce**, BGCAZ's workforce development initiative that prepares teens for life after high school through paid internships, career exploration, mentorship, and skill-building opportunities. By connecting young people to real-world work experiences and professional networks, AZYouthforce helps teens (ages 14-21) identify their passions, build confidence, and take meaningful steps toward college, careers, and long-term economic mobility.

To learn more, visit www.bgcaz.org and follow @BGCArizona.