



MEDIA RELEASE

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EMBARGO: Immediate

When life hands you lemons...

According to Knysna Executive Mayor Georlene Wolmarans, Knysna's youth will be making lemonade with life's lemons during this year's Pick n Pay Knysna Oyster Festival. The launch of the Knysna chapter of the international Lemonade Day initiative will take place over the two weekends of the popular festival.

"Lemonade Day is a fantastic initiative," said Wolmarans. "In fact, it is the most successful youth empowerment program in the United States of America. South Africa is the first country outside of America to adopt this initiative, and Knysna has been chosen as the pilot project before it is rolled out nationally."

The Lemonade Day initiative is a strategic, 14-step process that leads young entrepreneurs from having a dream to constructing and implementing a business plan. "It also teaches the children the principles needed to start any big company," Wolmarans continued. "Kids are inspired to work hard and to make a profit, and they are taught to spend some, save some and, most importantly, share some by giving back to the community. Certain life skills, like leadership, teamwork, social skills and a new sense of confidence are also taught through this program."

The launch during the Pick n Pay Knysna Oyster Festival will see Knysna's youth selling lemonade in an effort to raise funds, while the main launch will take place on 1 September this year. The business community has been asked to get involved to sponsor ingredients for the lemonade stands, and to sponsor children for the initiative.

"This fantastic initiative works because everyone plays their part," said Wolmarans. "And by now we know that we have to work together to support, educate and empower our youth. That is how we can ensure that they are raised in a town where people and nature prosper."

For more information on Lemonade Day and how to get involved, please contact Sharon at sharonfroehlick@gmail.com or send a text or WhatsApp message to +27(0) 74 409 7441.

The Pick n Pay Knysna Oyster Festival will take place from 3 to 12 July 2015. Visit www.pnpoysterfestival.co.za for more information.

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