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Pendleton Entrepreneur Arin Anderson Named Lemonade Day Champion

INDIANAPOLIS (April 1, 2016) – Arin Anderson, Owner of Pendleton-based business Anderson Creative, was selected to serve as a 2016 Lemonade Day Community Champion. Well-known Indianapolis entrepreneur Scott Jones, who brought Lemonade Day to the Circle City in 2010, has established a team of champions for this year’s annual Lemonade Day, tapping Anderson to serve as a Champion. Anderson’s seasoned guidance will be part of a greater push to encourage youth lemonade businesses in the city, help increase registration numbers for Madison County youth, and galvanize the city of Pendleton to encourage youth lemonade businesses. Anderson will be joined by John Wechsler, Launch Fishers founder; Jon Gilman, CEO of Zionsville-based Clear Software; and Steve Spencer, President and CEO of Spencer Management Group as 2016 Community Champions.

“We are thrilled and honored that Arin Anderson - a prominent community leader and established entrepreneur is joining us as a Community Champion,” said Scott Jones. “Her expertise, enthusiasm and commitment to growing businesses in Pendleton, including growth from our community’s youngest entrepreneurs, are a true testament to her own entrepreneurial spirit.”

Lemonade Day Greater Indianapolis, a youth entrepreneurial program, now in its seventh year in Indianapolis, is a fun and easy way to teach kids the basics of entrepreneurship and finance. When a child runs their own Lemonade Day business, they learn to manage a business, create a plan for success, and follow through! Kids learn everything from customer service and supply management to marketing and how to calculate a profit.

Anderson is an artist by definition and a creative professional by trade. Graduating Bradley University in 2009 with degrees in Performing Arts & Public Relations, Anderson has over eight years of experience in the creative, marketing, and design industry. Always having one foot in the arts and one foot in business, she has found a love of bridging the gap between the two and helping others do the same.

"Lemonade Day is an easy and fun way our community can get behind our kids," said Anderson. "It is my goal to increase support from community members and raise even more awareness of this important experiential learning program that teaches youth how to start, own and operate their own business, using the lemonade stand as a model. Together, we can use our own experiences and expertise to help our future business leaders."

Lemonade Day Greater Indianapolis registration is now open. The event itself will take place on Saturday, May 21. For more information, visit Indianapolis.lemonadeday.org.

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