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TDECU was the title sponsor of this year's Crossroads Area Lemonade Day, supporting future entrepreneurs with a fun and experiential learning event.

For Immediate Release: TDECU's Sponsorship of Lemonade Day Brought a Refreshing Spin on Learning for Business-Minded Kids

(Lake Jackson, TX) – [Lemonade Day](#) in the Greater Crossroads area was once again made possible by TDECU – Your Credit Union, and the hard work of some smart and savvy local kids. In a continued effort to improve lives, the credit union hosted the annual event to empower today's youth to become tomorrow's entrepreneurs by spending a day running their own lemonade stand. The event is a free, fun, experiential learning program that teaches youth how to start, own and operate their own business.

The Lemonade Day event hosted six elementary schools including Seadrift, Harrison Jefferson Madison Elementary and Jackson Roosevelt Elementary in Port Lavaca, as well as Victoria's Chandler Elementary, Rowland Elementary and Torres Elementary. Kids from the Dewitt County Boys and Girls Club were also counted among over 700 student participants.

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“When we asked students, parents and teachers what meant the most to them about Lemonade Day, responses included the experience of working with friends to raise money toward a goal, and the added confidence as a result of the program,” noted TDECU’s Lucilla Henderson, Vice President, Business and Community Engagement. “We have great hopes the entrepreneurial spirit will continue on as we heard many of our participants were asking parents for permission to keep their stands open during summer months!”

Funds raised by school participants were used to throw an end of year party for each contributing grade level, while community-based participants planned to use their proceeds to donate to local charities.

About TDECU

Founded in 1955, [TDECU](https://www.tdecu.org) is a not-for-profit financial cooperative with more than 260,000 Members and over \$3 billion in assets. TDECU currently has 42 service locations, including 36 Member Centers, and offers a complete selection of convenient, innovative, and competitive products and services, including a full suite of deposit products as well as mortgage, auto and personal loan products, online and mobile banking. TDECU also offers, through its subsidiaries, retirement planning and wealth management, as well as personal and business insurance products. Members can also access a worldwide network of over 55,000 surcharge-free ATMs. For more information visit [TDECU.org](https://www.tdecu.org) or call 800.839.1154.

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