

Calgary Youth Entrepreneurs Triple Participation in City-Wide Lemonade Day 2025, Targeting 1,000+ Young Business Leaders

"Lemonade Crawl" Tackles Financial Literacy For Youth

CALGARY, AB, CANADA, July 18, 2025 /EINPresswire.com/ -- [Lemonade Day Calgary](#) 2025 has surged past 1,000 registered youth entrepreneurs, positioning the July 19th event to triple last year's participation and transform Calgary neighbourhoods into a city-wide entrepreneurship showcase.

The community-wide program, which teaches children aged 5-13 essential business skills through operating their own lemonade stands, has gained unprecedented momentum following [success stories](#) from previous participants such as Charlie Mamer, whose Dancing Lemon Lemonade Stand earned \$237 in its inaugural year and grew profit to \$335 in his second year.

"The registration numbers tell the story – Calgary families are hungry for real-world financial literacy education," said Chantelle Little, Founder & CEO of Tiller and Lemonade Day Calgary spearheading organization. "We're seeing the ripple effect of our award winners inspiring the next wave. Charlie's success story alone has sparked dozens of new registrations from kids who want to follow in his entrepreneurial footsteps."

Addressing Canada's Youth Financial Literacy Gap

Lemonade Day, an annual event, directly addresses Canada's youth financial literacy gap through hands-on learning that produces measurable results:



Avaleigh and Aspen Graber, Grade 3 and Grade 5 students, serve customers at their award-winning "Smiling Sister Lemonade" stand during Lemonade Day Calgary 2024.

88% of participants increased their financial vocabulary
86% improved their ability to set financial goals
87% gained better understanding of saving and philanthropy
69% report improved problem-solving confidence
67% express interest in starting future businesses
Award-Winning Success Stories Drive Growth

Returning participants like Avaleigh and Aspen Graber, who won best branding for their age category with their "Smiling Sister Lemonade" stand, exemplify the program's impact on young entrepreneurs. Their mother, Marina Graber, now serves as a mentor after witnessing her daughters' confidence grow through the program.

"After seeing my Grade 3 and Grade 5 daughters' confidence grow through Lemonade Day, I knew I had to get involved again as a Mentor," said Graber. "They learned to overcome obstacles like finding sponsorship for their branded t-shirts and dealing with supply chain issues. They're participating again this year because they 'love working hard towards goals they set' – and that's exactly what we want every child to experience."

[City-Wide Interactive Map Creates](#) "Lemonade Crawl" Experience

Over 125 lemonade stands and counting have been plotted on an interactive map, creating a city-wide "lemonade crawl" that showcases young entrepreneurship across Calgary neighbourhoods. This strategic expansion transforms Lemonade Day from a neighbourhood event into a comprehensive entrepreneurship celebration.

The initiative has demonstrated remarkable growth since its Calgary launch in 2023:

2023: 164 participants (inaugural year)

2024: 350+ participants

2025: 1,000+ participants (projected)

This represents Alberta's largest youth entrepreneurship initiative, combining business education with community engagement and charitable giving through the program's signature "Spend, Save, Share" philosophy. Organizers are eager to continue growing the event in years to come and encourage those interested to Visit lemonadedaycalgary.com.

About Lemonade Day: Founded in 2007, Lemonade Day has served over 1.5 million children across 90+ markets across North America. Calgary's program, launched in 2023 by Tiller, represents the largest youth entrepreneurship initiative in Alberta, combining business education with community engagement and charitable giving. Visit lemonadedaycalgary.com

About Tiller: Tiller is a digital marketing agency that elevates B2B tech and software brands to reach their full potential. Whether crafting a brand, building a website, or creating ad campaigns, Tiller is focused on helping clients grow through strategic, customer-centric marketing. Founded

in 2008, Tiller partners with clients in Canada and the U.S. that range from Series A to \$500M in annual revenue.

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