

ATTENTION NEWS AND ASSIGNMENT EDITORS

***MEDIA ADVISORY***

## **High school students make lemonade, develop marketing strategies**

*SIAS Palliser Campus hosts South Central's budding entrepreneurs*

**Moose Jaw, March 9, 2007** – Two hundred high school students from Moose Jaw and surrounding area will be onsite at SIAS Palliser Campus today to showcase their business and entrepreneurial skills. Sponsored by the South Central Community Futures Development Corporation, the Lemonade Game gives high school students an opportunity to learn how to start up and operate their own small business. It also stresses the importance of marketing a business.

Each team of students will be given a starting budget with which to purchase all elements of a lemonade stand. They will develop a mini-marketing strategy, endeavor to design and open an actual lemonade stand, and prepare three servings of lemonade for judging. A cash prize will be awarded to the winning team.

**Event:**        **The Lemonade Game**

**Place:**        **SIAS Palliser Campus  
Carpentry Shop  
Saskatchewan Street & 6<sup>th</sup> Avenue N.W.  
Moose Jaw SK**

**Date:**         **Friday, March 9, 2007**

**Time:**        **9 a.m. – 2:30 p.m.**

South Central Community Futures Development Corporation is a non-profit organization driven by a regional board, which aims to create economic development in its region. South Central Community Futures Development Corporation exists to create conditions that are favourable to entrepreneurship as a career choice and to successful business initiation, transition and growth.

The highest priority result area is new entrepreneurship initiatives and bringing awareness to entrepreneurship as a career choice.

SIAST is Saskatchewan's primary public institution for post-secondary technical education and skills training, recognized nationally and internationally for its expertise and innovation. More than 12,000 students are registered in SIAST programs, which touch every sector of the economy; additionally, the organization draws more than 28,000 individual course registrations. It operates campuses in Moose Jaw, Prince Albert, Regina and Saskatoon, and provides a number of courses and programs through distance education.

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For more information, contact:

Jen Pilsner  
SIAST Communications  
306-260-8165

Information about SIAST can be found at [www.goSIAST.com](http://www.goSIAST.com)