



Press Release

For Immediate Release

Contact: Stephanie Lenox, Promotions Director
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Museum Invests in Youth and Future Business Owners

June 3, 2009, Salem, OR—BU\$INE\$\$ KIDS, a program for ages 10 - 12 offered through A.C. Gilbert's Discovery Village, returns this summer to invite youth to develop a summer business or service using \$20 in startup funds provided by the children's museum.

From dog walking to babysitting, car washing to lawn mowing, **BU\$INE\$\$ KIDS** encourages students to discover how to profit from their unique talents. After six weeks conducting business on their own, participants will return their profits and the initial investment back to the museum during an end-of-summer celebration. Along the way, youth will receive training and have an opportunity to promote their businesses at a **BU\$INE\$\$ KIDS** fair hosted at the museum.

The goal of **BU\$INE\$\$ KIDS** is to develop entrepreneurial skills in youth, instill and inspire a sense of philanthropy by working in partnership with a nonprofit organization and recognize the abilities of youth.

"A.C. Gilbert was not just a famous toy inventor. He was a very successful businessman who knew how to take a good idea and make it happen," explained Pamela Vorachek, Executive Director of A.C. Gilbert's Discovery Village. "We want to give kids a chance to demonstrate what they can accomplish and learn a little about the importance of giving back at the same time."

Starting with an orientation at the end of June, participants will receive training in project development, writing a business plan, providing customer service, budgeting, banking and marketing. Guest presenter and local entrepreneur Tim Fahndrich, recipient of the 2008 New Business of the Year Award from the Salem Area Chamber of Commerce, will offer tips and guidance to participants.

Every participant will receive a t-shirt and recognition at a final **BU\$INE\$\$ KIDS** celebration. Top earners will win one of several great prizes:

- An evening party at the children's museum for 50 friends
- A chance to be the Executive Director of A.C. Gilbert's Discovery Village for a day along with weekly tickets to Northern Lights Theatre Pub for a full year

A.C. Gilbert's Discovery Village

116 Marion Street NE Salem, Oregon 97301-3437

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- The opportunity to be the Junior Grand Marshall in the Festival of Lights Parade and receive a free Cold Stone Creamery ice cream cone each week for a year
- A family membership to the museum and MP3 player with a music gift certificate

Applications for the program can be obtained at the museum or found online at www.acgilbert.org. The deadline to apply for the program is June 15. For more information, contact A.C. Gilbert's Discovery Village at 503-371-3631. This event is proudly sponsored by The Third River, Inc.

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A.C. Gilbert's Discovery Village is a private nonprofit children's museum located in downtown Salem's Riverfront Park. Founded in 1989, A.C. Gilbert's Discovery Village provides innovative and stimulating educational experiences that spark children's natural curiosity. The Village's mission is to provoke curiosity, inspire awe, awaken interest, foster enjoyment, encourage learning, and enable understanding in all youth.

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