



# Press Release

For Immediate Release

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## **Business Kids Awards Announced**

**Salem, OR**—This Saturday A.C. Gilbert's Discovery Village honored all participants in **BU\$INE\$\$ KIDS**, a six-week program that gave youth \$20 in startup money to create a summer business. Designed to give youth an opportunity to learn about business and charitable giving, **BU\$INE\$\$ KIDS** provided an orientation on customer service and basic accounting, and then stepped back to see what the kids could accomplish on their own.

While all the kids involved admitted it wasn't easy to keep their businesses going with summer vacations, sporting events and other obligations, they were proud to finish the program. Ten participants completed their reports and returned their earnings to the museum, resulting in a donation of \$566.87 that will be used to support educational programs at the nonprofit children's museum.

### **And the winners are...**

**First Prize Winner:** Elyssa Fahndrich, 11, of West Salem

**Award:** Evening party at A.C. Gilbert's Discovery Village for 50 friends with music, cake and beverages provided.

**Business:** Pinx's Perfect Brownies

**About the winner:** The name for Elyssa's business comes from her nickname Pinx, which means "she made it" in Latin. Always trying her hand at creating something, Elyssa decided to make brownies for her Business Kids project. Though the museum had provided her with \$20 in startup money, she realized that she needed more than that to buy her ingredients. She took out a loan from her parents, which she paid back at the end. To promote her business, Elyssa created a website, attended Salem Area of Chamber Greeters networking events and advertised to friends and family. Even though she spent a lot of time in the kitchen this summer, Elyssa explained "I actually didn't eat any of the brownies. I just ate the crumbs."

**Second Prize Winner:** Bridger Lanning, 11, of Silverton

**Award:** Be the Executive Director of A.C. Gilbert's Discovery Village for a day and have lunch with Mayor Janet Taylor.

**Business:** Bridger's Custom Photography

**About the winner:** "One day my Mom's friend and her daughter came for a visit. . . . I started taking pictures and they turned out great. They wanted to buy pictures from me. I made a brochure that advertised my prices and sent it to a lot of my Mom's friends with little kids. Orders came in fast." According to his grandmother Molly Romine, Bridger was so successful in

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his photography because he put kids at ease and captured expressions that their parents hadn't seen on film before.

**Third Prize Winner:** Logan Goldsby, 12, of South Salem

**Award:** Be the Junior Grand Marshall and ride in the Festival of Lights Holiday Parade. Winner also receives a coupon for a free ice cream cone a week from Cold Stone Creamery.

**Business:** Baked Goods

**About the winner:** "Once you start a business you have to put your mind to it, you've got to stick with it," said Logan. He admitted that getting the word out about his baked goods was the hardest part but that he did get a taste of what it was like to run his own company. Logan will be practicing his parade wave in preparation for his role in the Festival of Lights Holiday Parade.

**Judges' Choice Winner:** Marianna Martin, 10, of Keizer.

**Award:** An MP3 Player and music gift certificate. Winner also received a family membership to A.C. Gilbert's Discovery Village.

**Business:** Mari's Babysitting & Odd Jobs Service

**About the winner:** "In the beginning I thought it was going to be easy to own my own business. There was too much competition in my neighborhood. I soon found out it isn't that easy. . . . I learned that I don't enjoy babysitting as much as I did when I had no competition." Mari launched her business by creating flyers and business cards, and she worked very hard at \$1/hr just to break even. She was selected as the "Judges' Choice" for her consistent and creative efforts even though she did not see much financial return.

*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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