



Press Release

For Immediate Release

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

Salem, OR— We're putting a twist on the old lemonade stand this summer.

BU\$INE\$\$ KIDS, a summer program at A.C. Gilbert's Discovery Village, will teach business skills and promote charitable giving by disbursing \$20 in startup funds to 100 youth to develop a summer business or service.

From dog walking to babysitting, car washing to lawn mowing, BU\$INE\$\$ KIDS encourages students to discover how to profit from their unique talents. Funds can be used to purchase tools, promote a service or buy materials to make a product.

Starting with an orientation in mid-June, participants ages 10 to 12 will receive training in project development, writing a business plan, providing customer service, budgeting, banking and marketing. The group will discuss examples of businesses and services, and students will receive funds to get their businesses started. After six weeks conducting business on their own, participants will return their profits and the initial investment back to the museum.

Every participant will receive a t-shirt and recognition at a business celebration in the fall. Top BU\$INE\$\$ KIDS will win one of several great prizes that include 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 and have lunch with the mayor, the opportunity to be the Junior Grand Marshall in the Festival of Lights Parade and receive a free Cold Stone Creamery ice

A.C. Gilbert's Discovery Village

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cream cone each week for a year, and family membership to the museum and MP3 player with a music gift certificate.

“A.C. Gilbert [the museum’s namesake] was not just a famous toy inventor. He was an entrepreneur and very successful businessman who knew how to take a good idea and make it happen. 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,” explained Pamela Vorachek, Executive Director of A.C. Gilbert’s Discovery Village. The goal of BU\$INE\$\$ KIDS is to encourage and 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.

Applications for the program can be picked up at the Village or found online at www.acgilbert.org. The deadline to apply for the program is June 7. For more information, contact A.C. Gilbert’s Discovery Village at 503-371-3631.

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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