



LEMONS TO LEMONADE

It's all about location!

Elena wants to help her friend Brittany sell enough lemonade so she can raise money to go on a school trip. Brittany's lemonade tastes great and is priced right. Plus, she has no competition. The problem is no one is buying it. What key ingredient is missing? The Secret Millionaires Club helps Brittany figure out that she needs to move her lemonade stand from a quiet spot to a busy location—the soccer field!

Get kids to think about location, location, location!

Ask kids: When Brittany moved her lemonade stand to a better location, how did that help her raise money faster? Why is it important for retail stores or restaurants to be in the right location?

Encourage kids to think about their location to do well in life.

Just like retail businesses need good locations to get customers, kids need to think about their location, too. For example, does your child take dance or karate lessons? Does your child need to listen to the coach at soccer practice? Encourage your child to pick the best spot to pay attention and learn from a teacher or coach.

Activities:

1. Imagine that you're opening a lemonade stand in your neighborhood or town. Have your child think of a good location that would get a lot of people buying lemonade and explain why. Expand the activity to include a good place to open a pizza place, toy store, and car wash. Compare and contrast the locations. For instance, why might you open a toy store rather than the car wash next to a popular children's clothing shop?
2. As you travel about your community, talk to your child about the location of certain stores. Is there a restaurant or retail store in the area that does well not just because of its quality and prices, but also because of its location? Do you choose to shop at a particular supermarket or a gas station because of its location? Or do you avoid a certain store because of its location? Use these everyday examples to help your child understand the importance of location.

Tip: Next time you go to a movie with your child, discuss the location you choose to sit in the theater. Do you avoid the front row because it's too close to the screen? Do you prefer to be on an aisle in case you need to get up during the movie? Remind kids that many of the decisions we make each day are based on location.

