

Country
Time
presents

THE FAMTASTIC LEMONADE STAND-TACULAR

HERE'S A PLAN TO MAKE A STAND*



*Or how to have a stand-tacular time together this summer while doing some good.



THE OFFICIAL STAND PLAN

Take a photo of your kid's lemonade stand, tag it #countrytime, #famtastic, #standtacular or #lemonade on your favorite social site, and we'll donate \$5 to AlexsLemonade.org.



SUMMER IS SHORT!

Seems like one minute it's June and your kid just got out of fourth grade, and the next minute the leaves are turning colors and he's getting his driver's license!

Well, a Country Time lemonade stand is a great way to make the most of those summery moments you and your little ones (or maybe not-so-little ones) have together.

We hope you'll use our Stand Plan to mix up a big ol' pitcher of fun family time, build a lemonade stand, and make some warm summer memories along the way.

IN THE MIX

Meet the Country Time Stand Plan—your guide for making this summer fun, and creating a famtastic Country Time lemonade stand your kids will love *together* in no time!

1 Grab the Fam, Build a Stand PRINT CHAPTER

- 2 Dream Big
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- 4 Location! Location! Location!
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GRAB
THE FAM
BUILD
A STAND



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Or dream small.

What matters is that you dream together!

To help make your kids' dreams a reality, teach them to dream big by making the coolest lemonade stand together. That's the *funnest* thing the family can do when temperatures rise and the sun shines until the wee hours of the day!

Sip Tip #2
Tell your kids a fun story about a lemonade stand you had as a child to get them excited!

This Stand Plan is packed with goodies to help you create the summer's most famtastic lemonade stand ever, so read on!

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WHAT KIND OF STAND SUITS YOUR FAM?

On hot days everybody loves Country Time Lemonade. And it's especially fun buying it from lemonade stands. There are as many types of Country Time lemonade stands as there are families. Sort of.



Sip Tip #3
Eyes to the sky!
Ideal weather includes:
• sunshine
• 78° F - 94° F
• partly cloudy
OR
• right after a rainstorm

Here are a few famtastic examples!



"OLD SCHOOL" FOLDING TABLE AND CHAIRS

Don't let the name fool ya! This stand's as good as any and is a fast solution for those rainy days when the sun suddenly appears!

LEVEL OF DIFFICULTY



- + easy set-up
- + easy to transport
- + quick put-away

CLASSIC AMERICAN LEMONADE STAND

A couple milk crates, a few boards thrown on top and they'll be selling lemonade in no time!

LEVEL OF DIFFICULTY



- + medium to difficult set-up
- + classic lemonade stand styling
- + *retro* feel



THE GRAND STAND

Put that garage full of tools to use and help your child build a custom lemonade stand that reflects them! Do they love cars? Give it a sleek feel. Are they into nature? Build flower boxes. If they love it, others will love it too!

LEVEL OF DIFFICULTY



- + difficult set-up
- + eye-catching + most fun
- + great photo opp for Facebook



Sip Tip #4
Raising money for a charitable cause to help other kids? Post a sign so people know!



Remember to take photos and upload to your favorite social network!!

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LOCATION! location! LOCATION!



Location is so important, it's worth saying three times! No, four!

Take our Location Test to see if your family's yard is the perfect place to have a lemonade stand.

With your kids, circle the answers that best describe where you live.



Sip Tip #5

Parents! Spread the word on social media to alert friends, cousins, friends' friends and, of course, the President of the United States of America!

What kind of street is your house on?

On a lovely *cul-de-sac* loaded with kids on bikes

On a street that's kind of busy

On a busy street with lots of cross walks

1	Less than 10 and we're related to most of 'em	2	We live in the middle of nowhere, but it's really fun
2	Between 10 - 19	3	We live near a popular park
3	More than 20	5	We live near a busy shopping center

SCORE

How many people walk by your house every day?
(guessing is encouraged!)

+
+
+

SCORE	+	SCORE	+	SCORE
-------	---	-------	---	-------

Add your score. Does your house pass the test?

MY TOTAL SCORE IS

1	2	3
---	---	---

6 or higher

Good! Stay put.
Your yard should be a perfect location!



Sip Tip #6

Relocating? Bring a cooler full of gallon milk jugs filled with Country Time, ice cubes and cups.

Between 3 - 5

Your home is in a good spot, but setting up elsewhere could result in a business bump. Try near a park, parade route or little league game (with your parents' permission of course)!

Between 1 - 2

Your yard's good, but consider relocating for greater visibility. Does another family member live in a good spot?

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LEMONADE STAND CHECKLIST

Use this checklist to make sure your family is ready to host the most famtastic, stand-tacular Country Time lemonade stand ever!

Lemonade Stand Checklist

plenty of Country Time Drink Mix
(like Classic Lemonade, Pink Lemonade, Strawberry Lemonade and everything in between!)

lots of cups (have them pick their favorite color!)

a pitcher (or three! Be ready to run out!)

lots of ice

cold water

big stirring spoon

chairs for customers to relax

advertising stuff (we got ya covered! see pg. 24)

money box (to store cash)

garbage can/recycling bin

camera/phone for snapping pics of the fun!
(remember to upload one with our special hashtags)

YOU!



Sip Tip #7
Extras like cupcakes
keep 'em thirsty!
Recipes on pg. 22.

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LEMONS MAKE CENTS



Take a photo of your kid's lemonade stand, tag it #countrytime, #famtastic, #standtacular or #lemonade on your favorite social site, and we'll donate \$5 to AlexsLemonade.org.



FAMTASTIC LEMONOMICS

Putting family fun into your family's first business!



Help your kid learn a few basics early, that way you all can focus on fun while running your Famtastic Country Time Lemonade Stand!

Supply and Demand

A successful lemonade stand always meets the needs of its customers! That means having the whole family ready to *supply* lots of Country Time to any *demanding* customers.

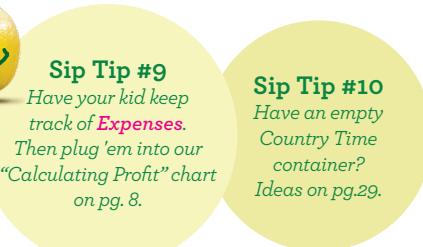
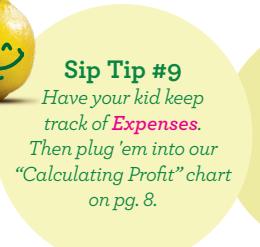
How Much Should a Cup of Country Time Lemonade Cost?

While 50¢ to \$1.00 is generally seen as a fair price, people might pay more if your goal involves raising funds to help kids! Here are a few tips to help keep your family's lemonade stand busy.

🍋 Not busy? Try changing the price. Help your kid find that sweet spot that makes people want to buy cup after ice-cold, delicious cup of Country Time!

🍋🍋 Everyone loves a deal! Pick 30 minutes during the day where prices are slashed in half! Or try Buy One Get One Free (BOGO) for a limited time!

🍋🍋🍋 Pay it forward! Have your child give a *complimentary* cup to someone who could really use some ice-cold Country Time. They'll smile. You'll smile. It'll be a big happy smile festival in your yard!



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HARD WORK REWARDS

When the signs are down and the stand is closed, an important word for your child to understand is "reward!" The amount of money made after subtracting expenses from **income** is **profit**, but to little ones, that's the reward!

PROFIT = INCOME (PRICE PER CUP)
X (CUPS SOLD) - **EXPENSES** (COUNTRY TIME + OTHER
SUPPLIES LIKE ICE AND CUPS)

To help your kid have a clear understanding of how much they've earned, fill out this chart together.

CALCULATING PROFIT

Income		Ingredients (expenses)	
Sales	\$ _____	Country Time	\$ _____
Tips	\$ _____	Lemons	\$ _____
+	_____	Ice	\$ _____
Total (A)	\$ _____	Water	\$ _____
+	_____	Extras	\$ _____
Total (B)	\$ _____		
Materials (expenses)		Advertising (expenses)	
Cups	\$ _____	Posters	\$ _____
Pitchers	\$ _____	Photocopies	\$ _____
Straws	\$ _____	Other (stickers, etc.)	\$ _____
Napkins	\$ _____	+	_____
Extras (balloons, etc.)	\$ _____	Total (D)	\$ _____
+	_____		
Total (C)	\$ _____		
Income (A) - Expenses (B+C+D) = Profit!!			
\$ _____	+ \$ _____	= \$ _____	

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WHY ELSE HAVE A LEMONADE STAND?

To help get everyone excited, decide on some **goals** that you can work toward as a family!



Sip Tip #11

Saving for a goal is great fun, but encouraging them to donate some of their money to a **charity** that helps other kids is great, too!

Bicycle with Bells
\$100*

Musical Instrument
\$175*

Dehydrated Sea Pets
\$12.99*

Special Toy
\$12.50*

Tree House
\$83/sq ft*

(your goal)
\$ _____ .
(price)

Charitable Contribution
Up to You!

Flowers for Mom
\$35*

MP3 Player
\$49*

Books
\$15*

Science Camp \$400*

(your goal)
\$ _____ .
(price)

Space Suit
\$13,000,000*

Music (*Records, CDs, Downloads*)
\$10*

Summer Wardrobe Refresh
\$40*

(your goal)
\$ _____ .
(price)

*Priced for estimates only

TOTAL AMOUNT NEEDED



A Few Ways To Make Your Goals:

1. Yard Work
Nice green shoes!
2. Newspaper Route
Sunrises are lovely!
3. Babysitting
Every parents' lifesaver!
4. Washing Cars
Oooohhh! Shiny!

The Best Way To Make Your Goals:

With a family business!
Like a Famtastic
Country Time Lemonade Stand!



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IT'S FUN TO RUN A FAMTASTIC STAND



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MAKE THE BEST CUP OF LEMONADE ON THE PLANET!!!!

Make sure the lemonade your family makes together is the best anyone has ever tasted (so customers will buy more)! Start with the perfect pitcher: 2 caps full of Country Time Drink Mix mixed with 1 gallon of chilled water. From there, have your little *entrepreneurs* follow these ice-cold tips to wow up each cup.



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GIVE 'EM WHAT THEY WANT!

People are gonna love your family's lemonade 'cause it's Country Time, that's for sure! But a few extra steps can take your lemonade from delicious to stand-tacular!



Opt for Lots!

Like options? So do customers! Try *ALL* the Country Time Drink Mix flavors available, like *Classic Lemonade*, *Pink Lemonade*, *Strawberry Lemonade* or even *Half Lemonade & Half Iced Tea Lemonade Iced Tea Flavored Drink Mix*! More choices means more happy customers!



Sip Tip #12
Get the whole family to help. You'll provide faster service and have more fun!

Gulp, Slurp or Sip!

Really thirsty buggers won't be happy with less than a long, satisfying gulp of Country Time. Others will be content with just a sip. Try selling an 8 fl. oz. cup and offer other smaller sizes. More options means more smiles!



Sip Tip #13
Banners and pennants get extra attention. For fun décor ideas, see pg. 33.

Sip Tip #14
Have a bowl full of water ready for passing pups. Dog owners will thank you!

Cleanliness is Next to Lemonliness!

People are more likely to buy lemonade from a clean and organized stand! Use tongs to serve ice, promptly wipe up spills and provide a recycling bin or trashcan to dispose of cups. Cleanliness pays! Literally! Plus, it'll look way nicer when you upload a photo of your famstastic lemonade stand to Instagram, Facebook or Twitter.



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DON'T BE NERVOUS IT'S CUSTOMER SERVICE

Your guide to serving up the nicest, most polite cup
of Country Time Drink Mix on the block.

Good customer service goes a long way, and a compliment on your child's manners is worth a million. In case of moments when your kids aren't sure what to say to customers, tell them "Don't be nervous, it's customer service!"

A few general rules to help them follow:

- 💧 Be polite
- 💧 Always smile
- 💧 Say please and thank you

Practice with your kids together beforehand using these sample scripts.

Customer: (makes a donation to your charity)
Kid: "Thanks so much for your donation!
It really makes my day!"

Customer: "My lemonade's warm."
Kid: "Sorry. It's really hot today. Let me get you
a fresh cup."

Customer: "Have you seen your competition
down the street?"
Kid: "I haven't, but I hope they're having as
much fun as I am! How was their lemonade
compared to mine?"

Customer: "It doesn't look like you're very
busy today."
Kid: "All's fine when I'm enjoying sunshine!"
Or "We usually get a rush (insert time of day)."

Customer: "I've been waiting in line for too long!"
Kid: "I'm sorry for that. Luckily we have a great
cup of lemonade waiting for you."

Customer: "There's a bug in my lemonade."
Kid: "That's a lot of lemonade for such a little guy!
Let me get you another cup."

Customer: "You gave me the incorrect change."
Kid: "Whoops! Sorry about that. Let's try again."
Or "Sorry about that. Let me get my (mom or dad)
to help."

Customer: "You're an enterprising little
kid aren't you?"
Kid: "My size might be small but my
dreams are big! Have another cup?"

Customer: "Do you offer free refills?"
Kid: "Not at the moment but we may have a buy one
get one free sale later today. Stop back around 3 p.m."



EXERCISE: CHANGE COUNTS!

People want to do business with your little one. That means making sure they know how to count change. It's easy and kind of fun. Practice together so they're prepared!

Here's how it works:

- Let's imagine a customer is buying 3 cups at 75¢ each, for a total of \$2.25 and they hand you \$5.
- Start by having them tell their customer the amount owed from the bill they received:

Kid: "That's \$2.25 from \$5."

- Then count the change UP.
So it'd be:

Kid: "\$2.25 plus 75¢ makes \$3.00,"
(give them three quarters)
"and \$2 makes \$5."

- The total change they will have given them should equal \$2.75.





CONGRATS!

Your family is on their way having a famtastic, stand-tacular lemonade stand!



Lemonade stands only have a bright side!

Success isn't always calculated in dollars and cents! If you all had fun, learned something and made somebody smile, then call it a good day! And if you're short on cash, look on the sweet side! Tomorrow's another great day for a Famtastic Country Time Lemonade Stand! Success demands you work together, so never give up!

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Matherly

-of-

SUMMERTIME



Family Members

This document certifies that the above mentioned family has completely fulfilled the aforementioned requirements of the Famtastic Country Time Lemonade Stand-tacular Stand Plan by hosting an ever-fantastic, stand-tacular

Country Time Lemonade Stand

with all privileges and obligations given on behalf of Country Time and the United States of America!

Witness (Neighbor or Customer)

GIVING BACK



Take a photo of your kid's lemonade stand, tag it #countrytime, #famtastic, #standtacular or #lemonade on your favorite social site, and we'll donate \$5 to AlexsLemonade.org.



ALEX'S LEMONADE STAND FOUNDATION

We all know making money for yourself is pretty okay, but it's important that kids know that giving back can be just as good and taste just as sweet.

Actually, giving back is one of the reasons this book exists.

Country Time is proud to sponsor Alex's Lemonade Stand Foundation.

At the age of 4, Alexandra "Alex" Scott was diagnosed with cancer. Full of optimism, she had a dream: to find a cure for all kids with cancer. And that became her goal. Alex knew goals require a plan. Hers was a lemonade stand.

Being a great cause, folks came out in *droves!* They bought cup after delicious cup of lemonade until Alex raised more money than she ever expected.

Today, her family keeps her dream alive with Alex's Lemonade Stand Foundation.



So far, they've raised over \$60 million, funding over 275 research projects nationally to fight childhood cancer.

And you can help.

First, snap a pic of your family's lemonade stand and tag it #countrytime, #famtastic, #standtacular or #lemonade on your favorite social network and a donation will be made on your family's behalf.

Then talk to your kid and have them consider donating some or all of your family's lemonade stand's profits to Alex's Lemonade Stand Foundation to help kids with cancer.

Learn more at AlexsLemonade.org.

One more thing. Turn the page.

Take a photo of your kid's lemonade stand, tag it #countrytime, #famtastic, #standtacular or #lemonade on your favorite social site, and we'll donate \$5 to AlexsLemonade.org.





the Certificate of

LEMONICIOUS GOOD-HEARTEDNESS



This document certifies that the above mentioned individual has done real good by hosting a Stand-tacular Country Time Lemonade Stand and helping

Alex's Lemonade Stand Foundation

*with all privileges and obligations given to those who pay it forward
by being a good and decent human being!!*

Witness (Parent's Signature)

EXTRA CREDIT



Take a photo of your kid's lemonade stand, tag it #countrytime, #famtastic, #standtacular or #lemonade on your favorite social site, and we'll donate \$5 to AlexsLemonade.org.



LEMONOMICS GLOSSARY OF TERMS



Charity

A generous act or donation to aid someone in need like the type of kid who benefits from Alex's Lemonade Stand Foundation.

Complimentary

Something given or supplied without charge, especially as motivation to sell more Country Time Lemonade!

Cul-de-sac

A street or lane closed on one end, beneficial in corralling customers for lemonade stands on hot days!

Droves

A large crowd of human beings usually in motion, moving toward your lemonade stand!

Entrepreneurs

People who organize and manage any enterprise, especially a business like a Country Time lemonade stand.

Expenses

Things that cost money, purchased for a business that must be accounted for when calculating profit, such as Country Time Drink Mix, cups, ice and other things that make your lemonade stand stand-tacular!

Funnest

Not actually a word, but commonly used in place of 'most fun' because it's funnest to say it that way.

Garnish

A decorative piece of fruit placed in or around the rims of beverages in order to make them look lemonicious!

Goals

An experience, object or dream you work toward making come true because that's what stand-tacular kids do!

Income

A gain usually measured in money that derives from capital, specifically the number of cups of lemonade sold multiplied by the price per cup.

Pay it forward!

The idea that doing good will come back to you because helping others helps you!

Profit

The amount of money made after subtracting expenses from income.

Records

Little black discs made from vinyl that play music when they come into contact with a record needle for a sound as sweet as your lemonade.

Retro

Relating to, reviving, or being the styles and especially the fashions of the past that often evoke childhood memories for adults the way a lemonade stand might.

RECIPES

Baked goods made with Country Time Drink Mixes are a fun treat to sell at your lemonade stand. Try these great recipes!

Frosted Pink Lemonade Cookies

Prep Time: 15 min. | Makes: 24 servings

- ◆ 1-1/2 Tbsp. milk
- ◆ 3 Tbsp. Country Time Pink Lemonade Flavor Drink Mix
- ◆ 4 oz. Philadelphia Cream Cheese, softened
- ◆ 1/4 cup butter, softened
- ◆ 1-1/2 cups powdered sugar
- ◆ 24 plain sugar cookies

Make It

Add milk to drink mix in large bowl; stir until mix is dissolved. Add cream cheese, butter and powdered sugar; beat with mixer until blended. Spread on top of cookies.

Mix it up: Try substituting regular Country Time Lemonade Flavor Drink Mix!

Keep refrigerated until ready to serve.

Nutrition Information Per Serving: 190 calories, 9g total fat, 3.5g saturated fat, 25mg cholesterol, 125mg sodium, 26g carbohydrate, 0g dietary fiber, 21g sugars, 2g protein, 2%DV vitamin A, 0%DV vitamin C, 0%DV calcium, 4%DV iron.

Strawberry Lemonade Filled Cupcakes

Prep Time: 15 min. | Total Time: 1 hour 17 min. (incl. cooling) | Makes: 24 servings

- ◆ 1/3 cup Country Time Strawberry Lemonade Drink Mix, divided
- ◆ 1 pkg. (2-layer size) white cake mix
- ◆ 1 tub (8 oz.) Cool Whip Whipped Topping, thawed
- ◆ 12 small strawberries, halved

Make It

Reserve 1 Tbsp. drink mix for later use. Prepare cake batter and bake as directed on package for 24 cupcakes, blending remaining drink mix into batter before spooning into prepared muffin cups. Cool 10 minutes in pans. Remove to wire racks; cool completely.

Spread reserved drink mix onto small plates. Press top of cupcakes into drink mix.



Sip Tip #15

No pastry bag? Try using a resealable plastic bag. Cut off one bottom corner of bag; use to squeeze Cool Whip into and onto tops of cupcakes.

Use handle of wooden spoon to poke hole in top of each cupcake. Spoon Cool Whip into pastry bag fitted with round tip. Use to pipe about 1 Tbsp. Cool Whip into each cupcake; top with remaining Cool Whip. Garnish with strawberries.

Nutrition Information Per Serving: 130 calories, 4g total fat, 2g saturated fat, 0.5g trans fat, 0mg cholesterol, 150mg sodium, 22g carbohydrate, 0g dietary fiber, 15g sugars, 1g protein, 0%DV vitamin A, 4%DV vitamin C, 4%DV calcium, 0%DV iron.

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RECIPES

For an extra cool twist on the lemonade your kid is serving, try this recipe!

Sparkling Pomegranate Lemonade

Prep Time: 10 min. | Makes: 4 servings, about 1 cup each

- ◆ 1-1/2 cups cold water
- ◆ 1-1/2 cups cold sparkling water or club soda
- ◆ 1/4 cup Country Time Lemonade Flavor Drink Mix
- ◆ 1/2 cup cold pomegranate juice
- ◆ 1 lemon, sliced

Make It

Add waters and juice to drink mix in 1-qt. plastic or glass pitcher; stir until mix is dissolved. Add fruit. Serve over ice.

Nutrition Information Per Serving: 50 calories, 0g total fat, 0g saturated fat, 0g polyunsaturated fat, 0g monounsaturated fat, 0mg cholesterol, 20mg sodium, 14g carbohydrate, 1g dietary fiber, 0g protein, 0% DV vitamin A, 40%DV vitamin C, 2%DV calcium, 0%DV iron.



Sip Tip #16
You can charge
a little more for
extra treats.

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ADVERTISING FLYER (standard version)

Have your kid hand out flyers to friends, relatives and neighbors. For extra credit, post them around the neighborhood.



Stand-tacular Lemonade Stand!

your
kid's
name
here

what? _____

when? _____

where? _____

featuring: _____



OFFICIAL LEMONADE of LEMONADE STANDS

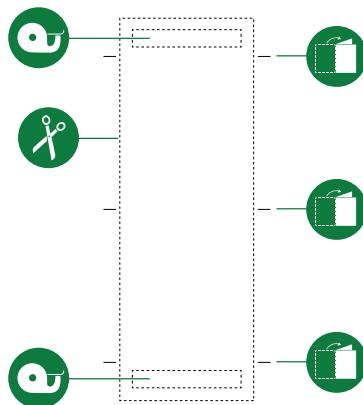
Start your stand at CountryTime.com

Take a photo of your kid's lemonade stand, tag it #countrytime, #famtastic, #standtacular or #lemonade on your favorite social site, and we'll donate \$5 to AlexsLemonade.org.

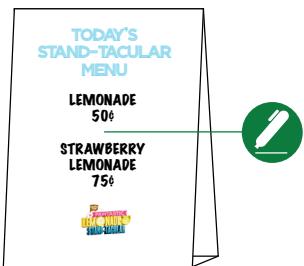
STAND STUFF

(table tents)

For a professional look, help your kid make their lemonade stand truly stand-tacular with these cool stand items.



TA-DA!



1. Smiles
2. Says "Please" & "Thank You"
3. Has fun!

owner always:
Lemonade Stand
a stand-tacular
Remember,

TODAY'S
STAND-TACULAR
MENU

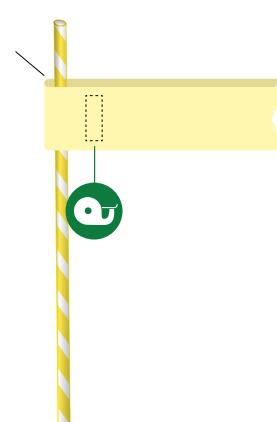
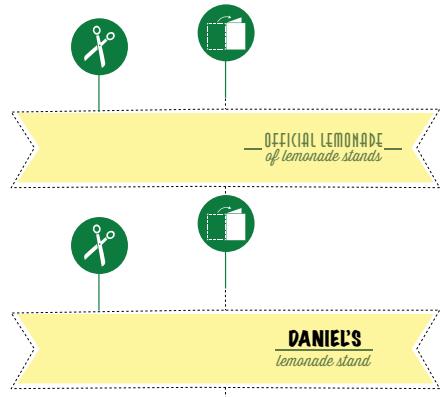


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STAND STUFF

(straw flags)

Cut these little flags out with your kid. Then wrap 'em around straws and tape together for a more festive feel!



TA-DA!

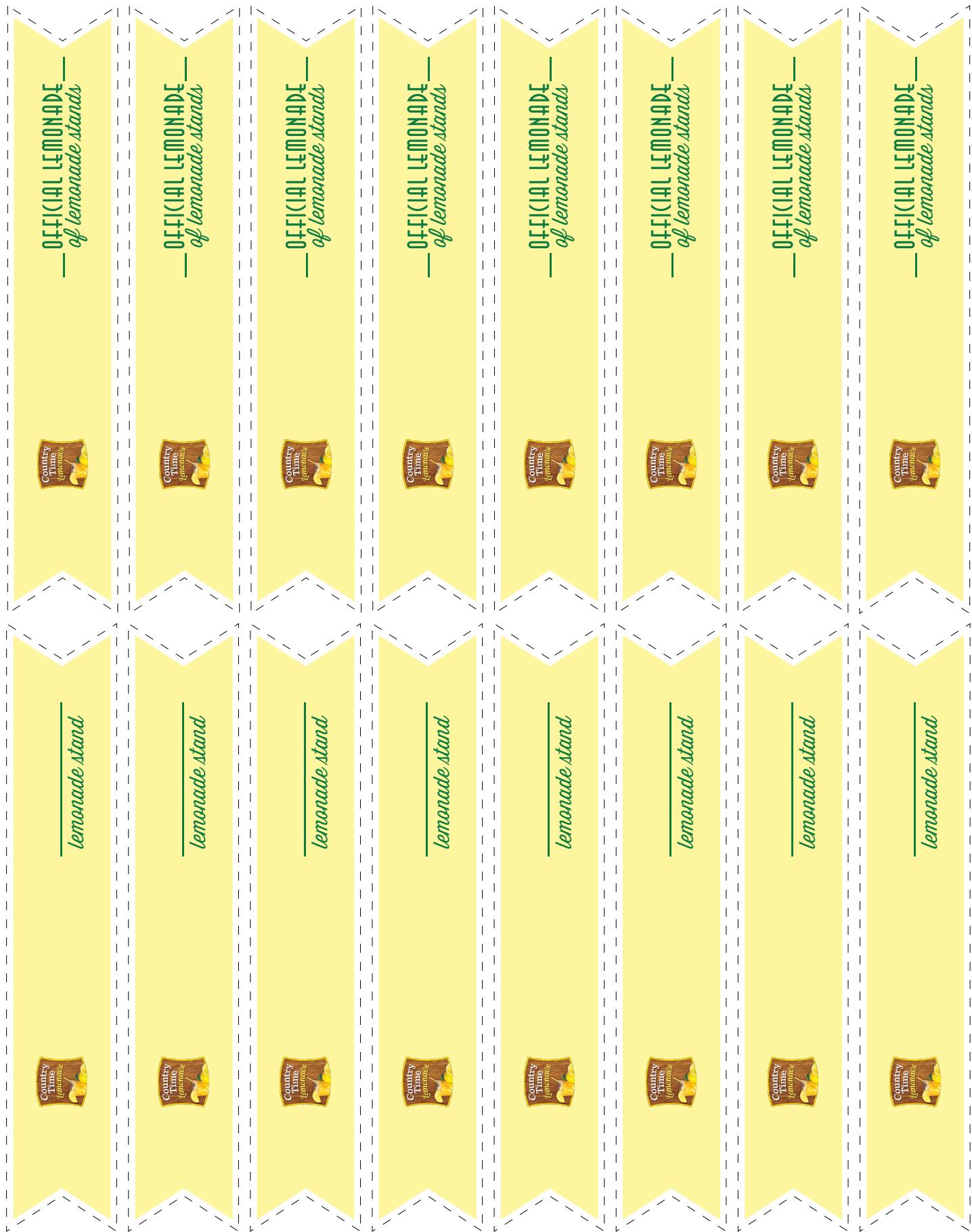


more flags

Take a photo of your kid's lemonade stand, tag it #countrytime, #famtastic, #standtacular or #lemonade on your favorite social site, and we'll donate \$5 to AlexsLemonade.org.



STRAW FLAGS



Take a photo of your kid's lemonade stand, tag it #countrytime, #famtastic, #standtacular or #lemonade on your favorite social site, and we'll donate \$5 to AlexsLemonade.org.

STAND STUFF

(coasters)



Print, cut out and use these nifty little coasters at their lemonade stand. For a more official feel, print them on heavier paper or card stock.



Take a photo of your kid's lemonade stand, tag it #countrytime, #famtastic, #standtacular or #lemonade on your favorite social site, and we'll donate \$5 to AlexsLemonade.org.

STAND STUFF

(container belts)

Put your Country Time Drink Mix container to good use even after it's empty. Cut out the following container-belts to help your child better sort money at their lemonade stand.

 cut  tape



TA-DA!

CONTAINER
BELTS



STAND STUFF

(apparel)

Print this page on an iron-on transfer sheet and then iron it onto a t-shirt. This is a great way to remind customers that your child is indeed stand-tacular!



cut



iron



write



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STAND STUFF

(apparel)

Print this page on an iron-on transfer sheet and iron it onto a t-shirt. Then write your kid's name in marker on the t-shirt for an extra personalized look.



cut



iron



write



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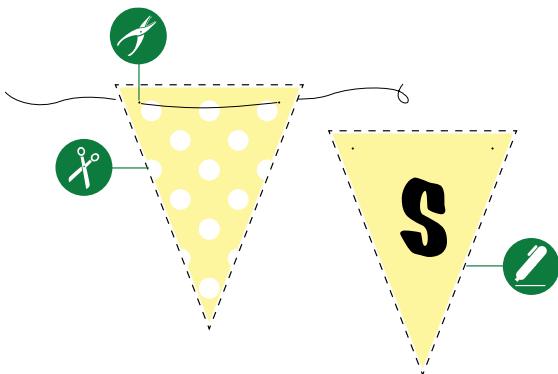


STAND STUFF

(a stand-tacular lemonade stand banner!)

Each page that follows is meant to help you personalize your child's lemonade stand as shown in the example below. Print the appropriate number of each page to keep your kid's stand green.

 cut  punch  write



What the heck is a pennant?

Pennants are big flags stitched together to make something fun and festive, like a lemonade stand! Print out as many pennants as needed, punch a hole in each corner and connect them with some string. They look great hung above a stand or even around a table!

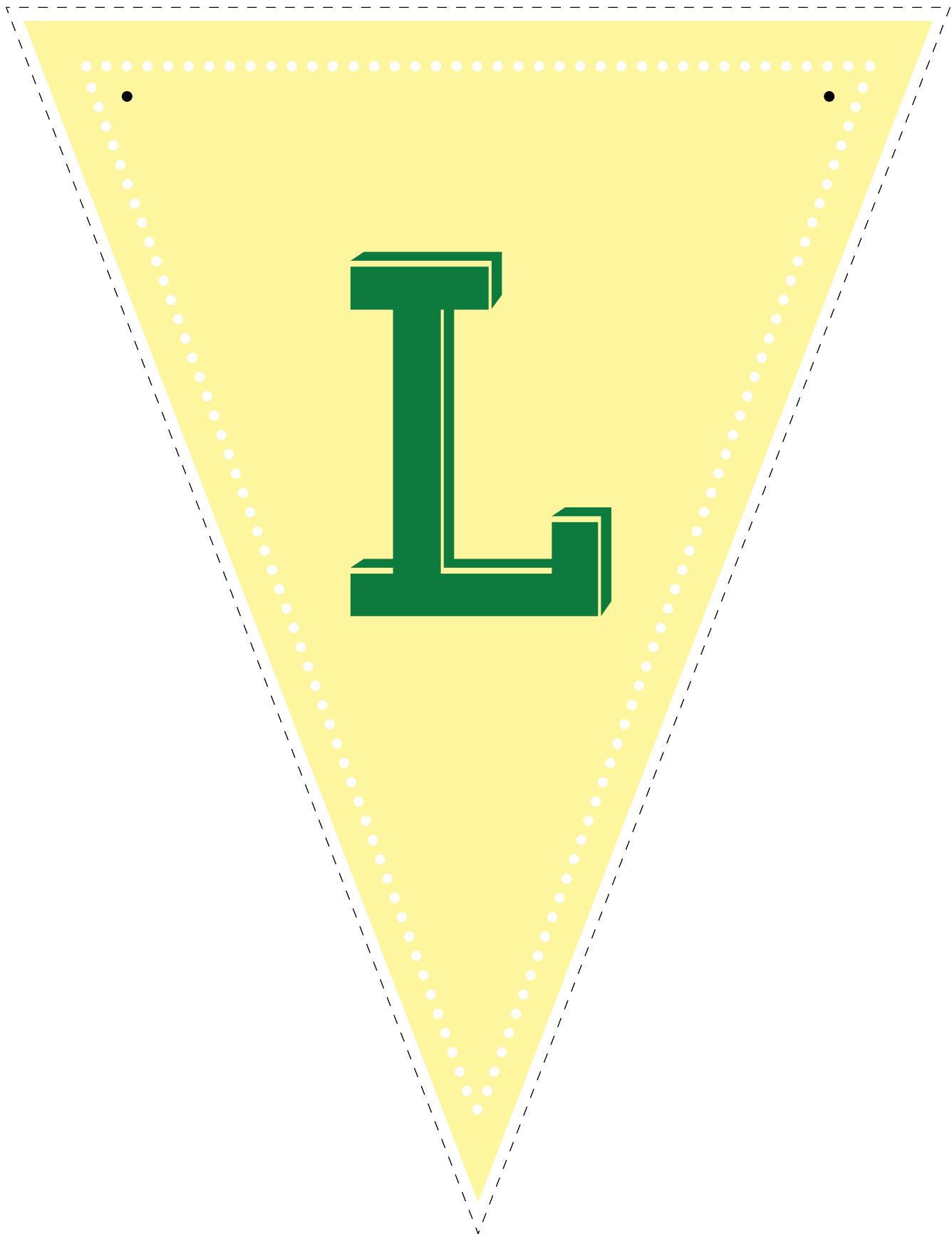


TA-DA!

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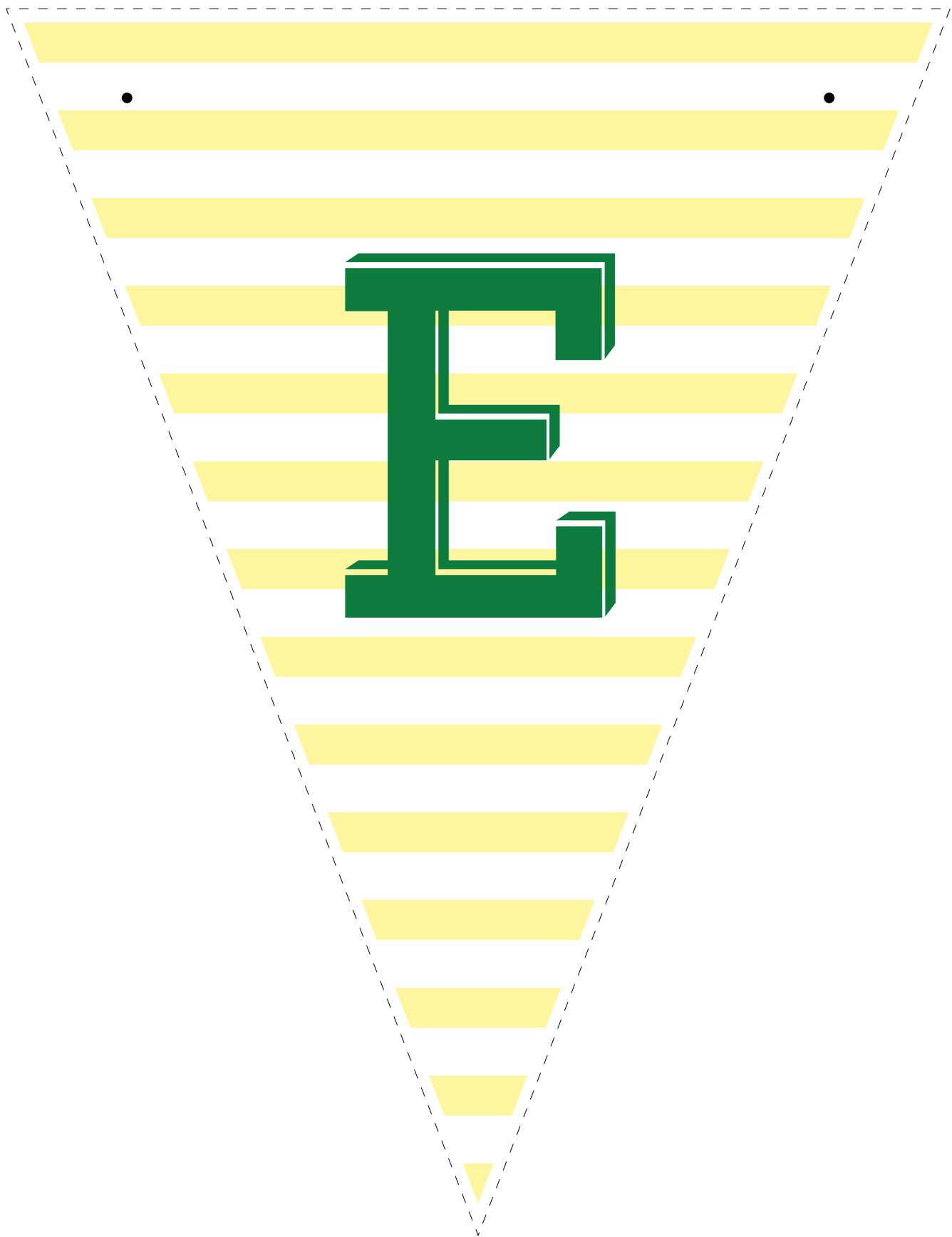
BANNER PENNANTS



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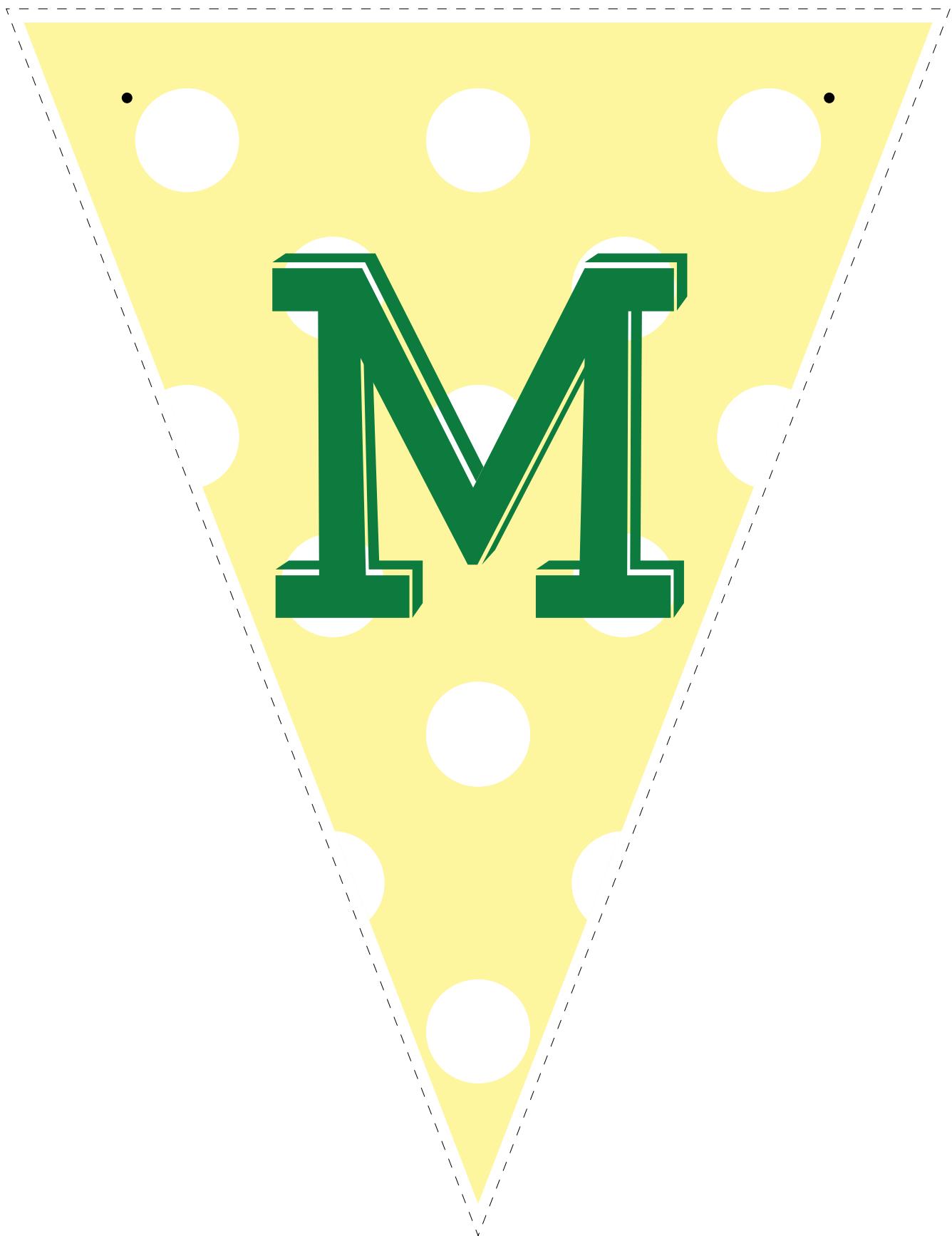
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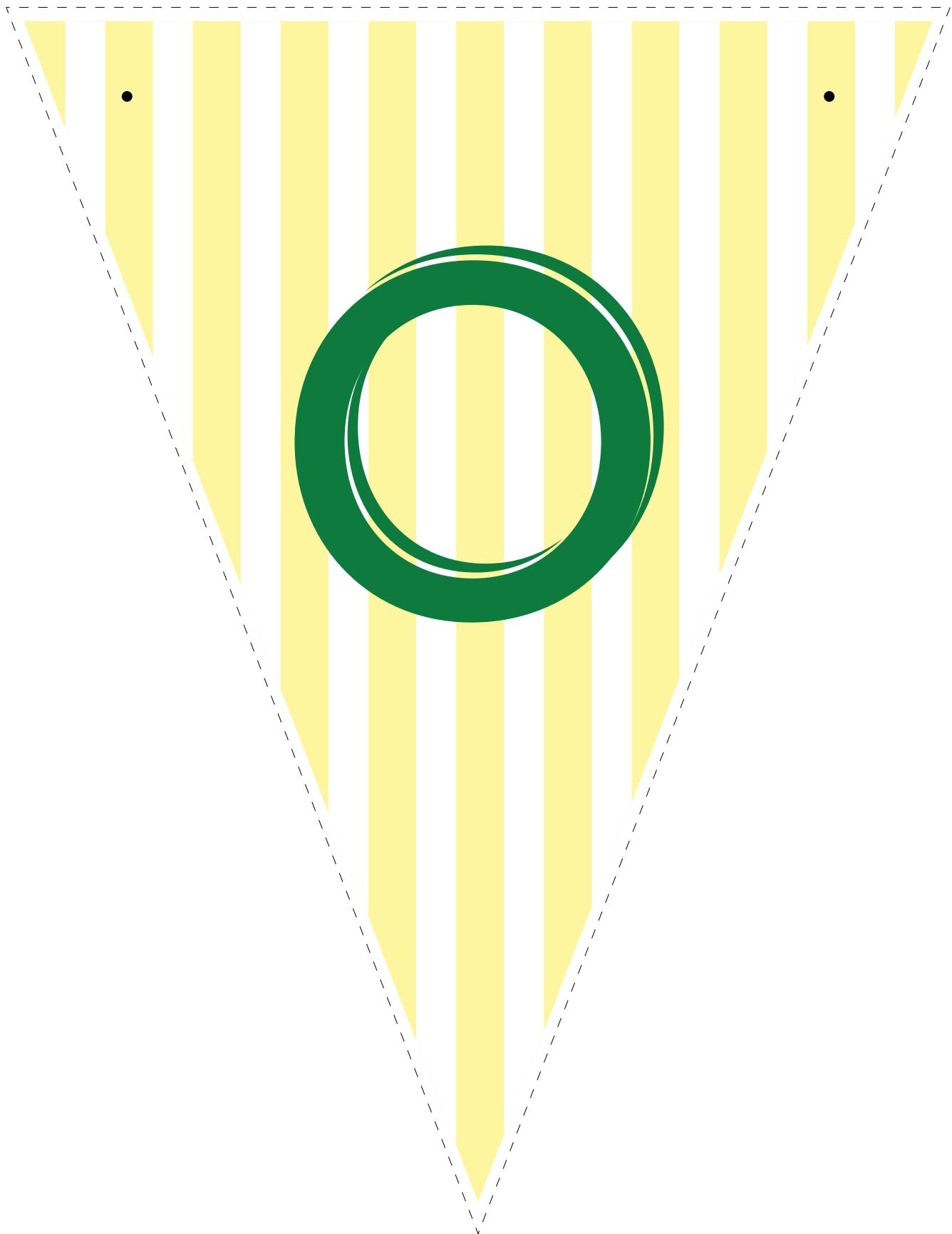
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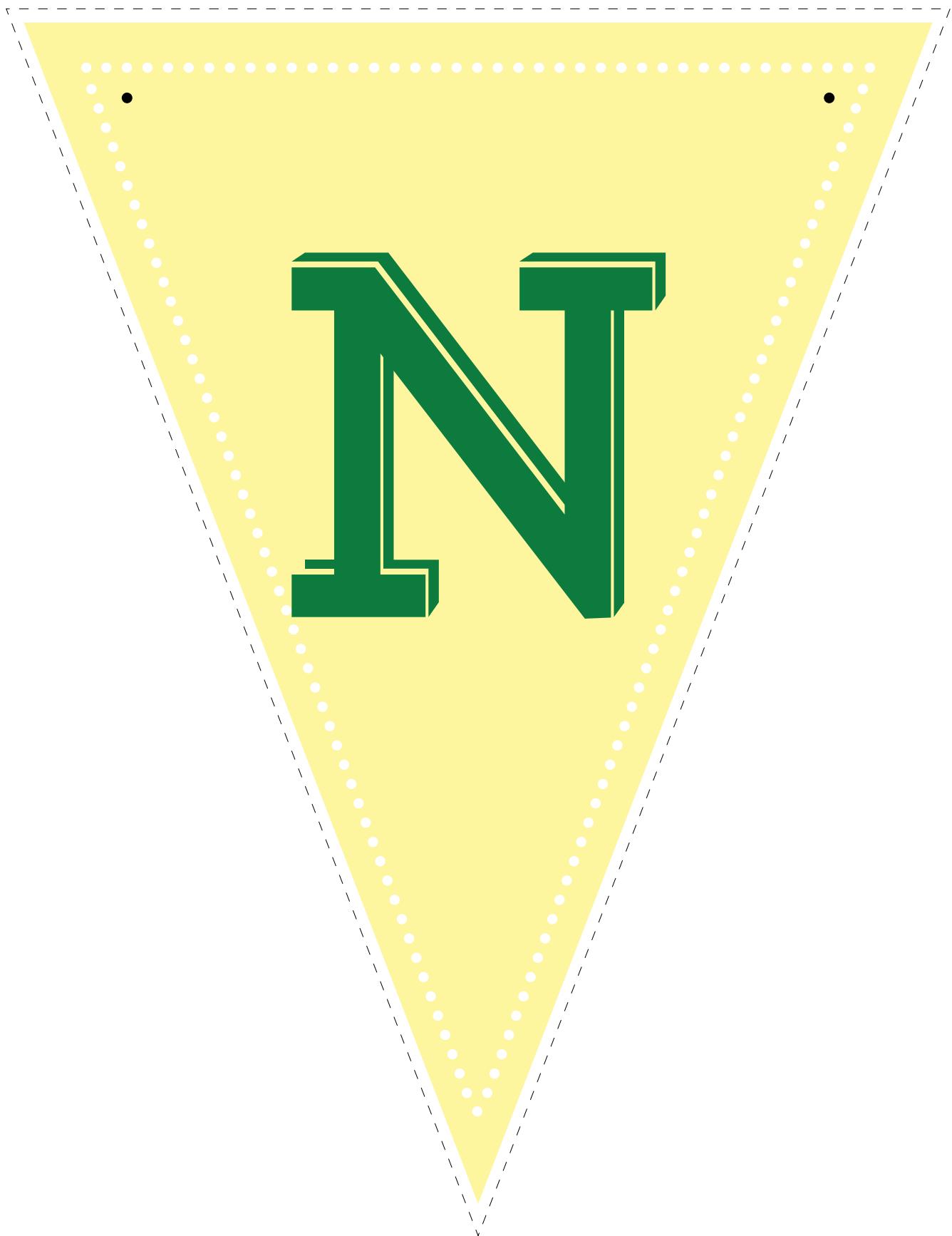
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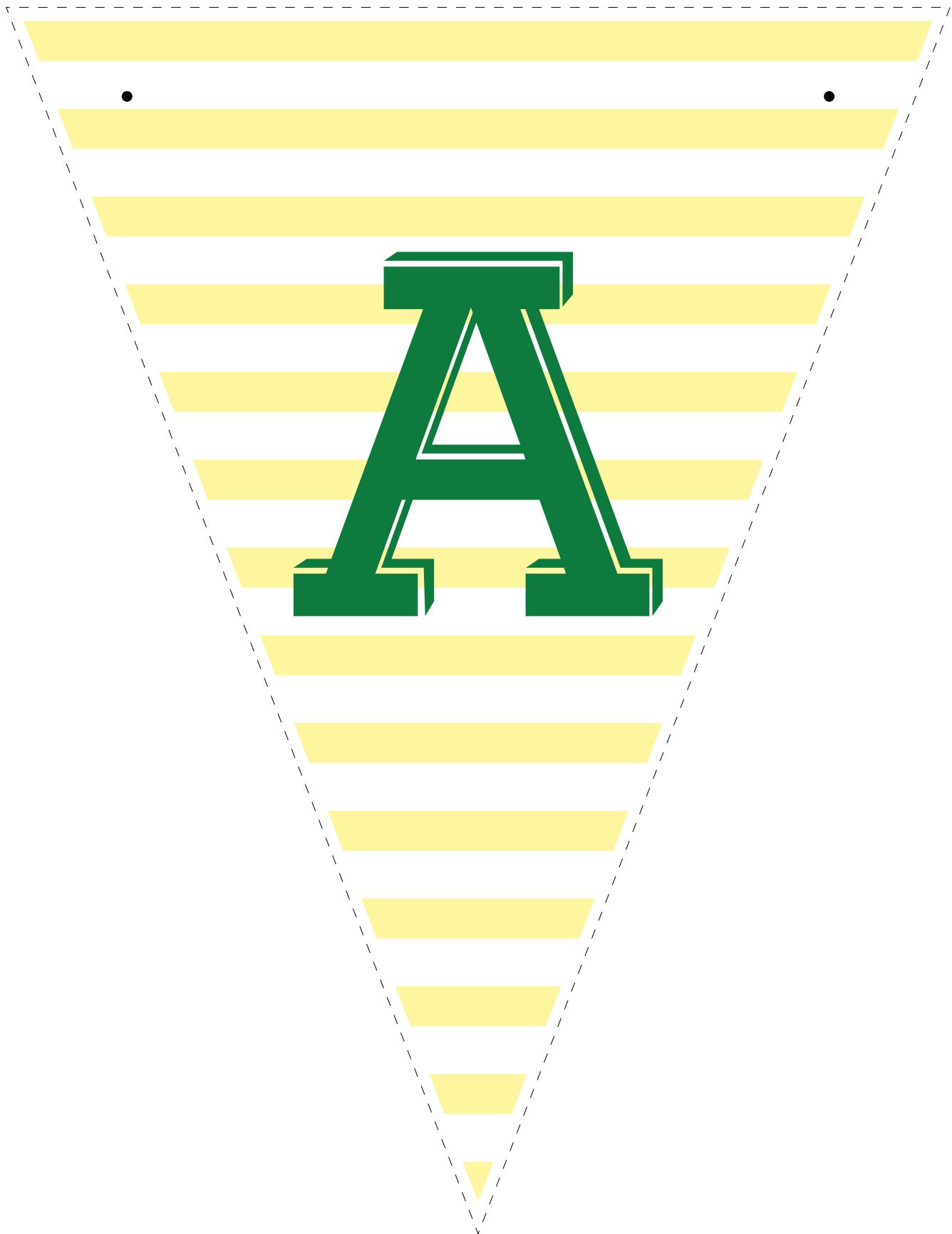
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BANNER PENNANTS

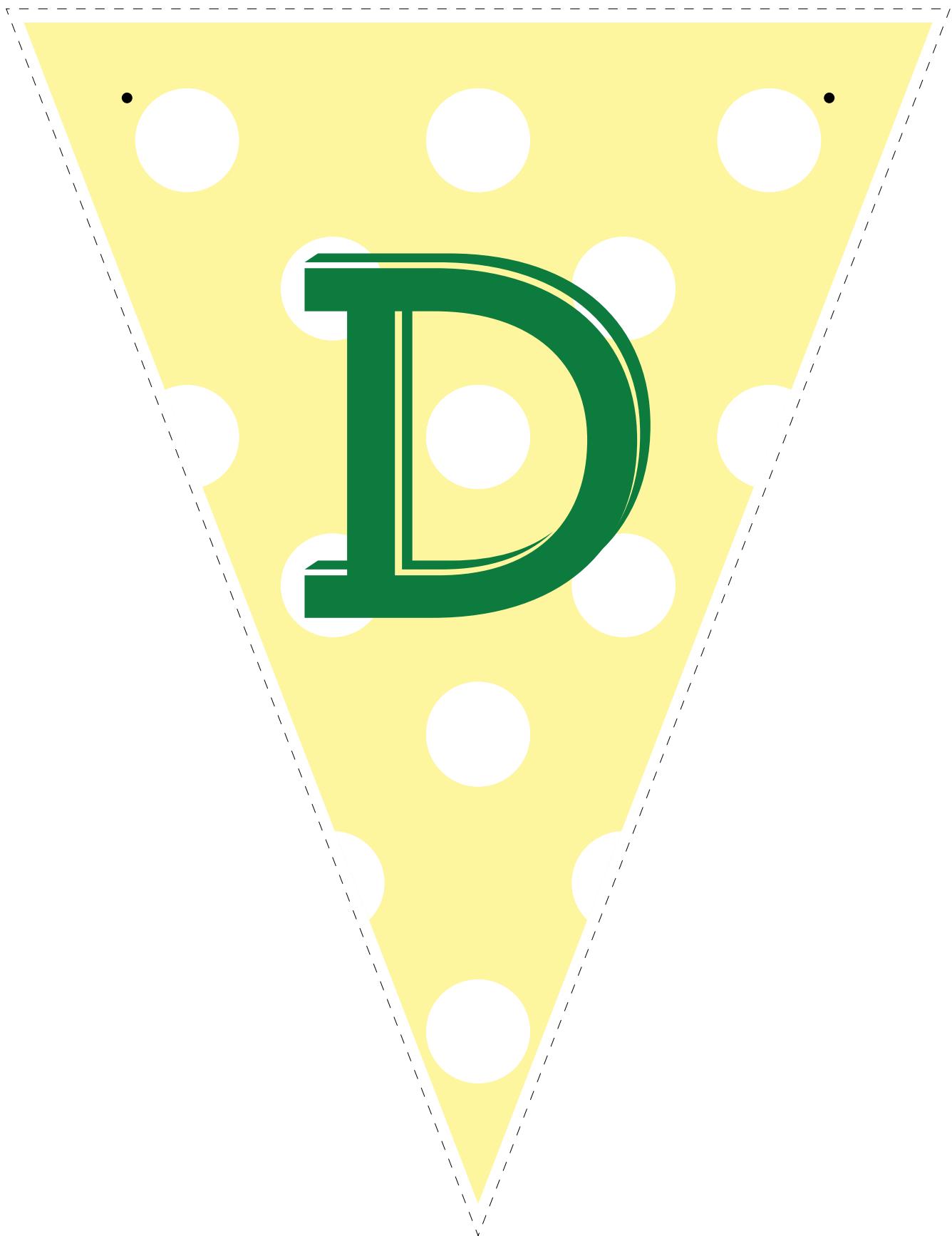


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39/45

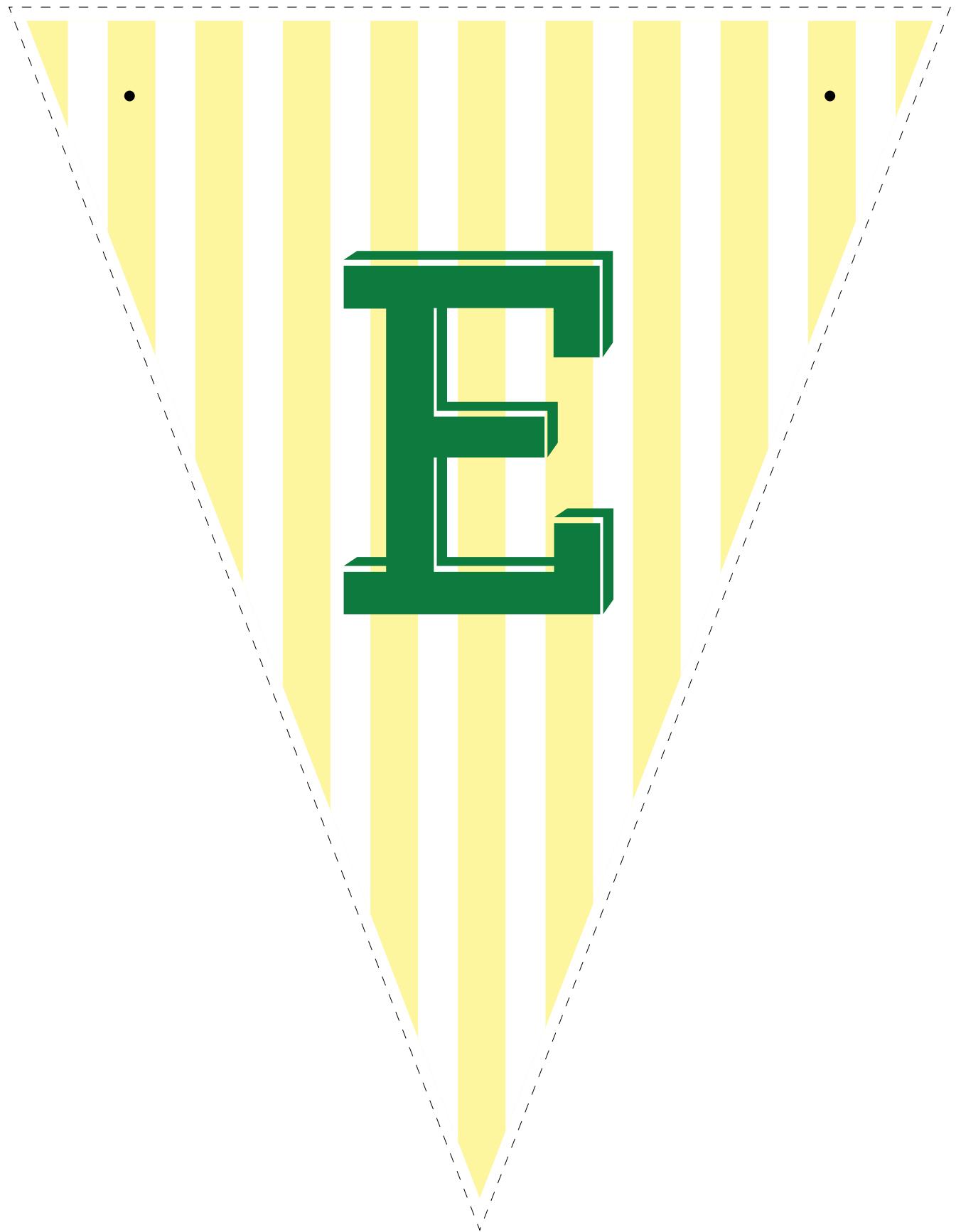
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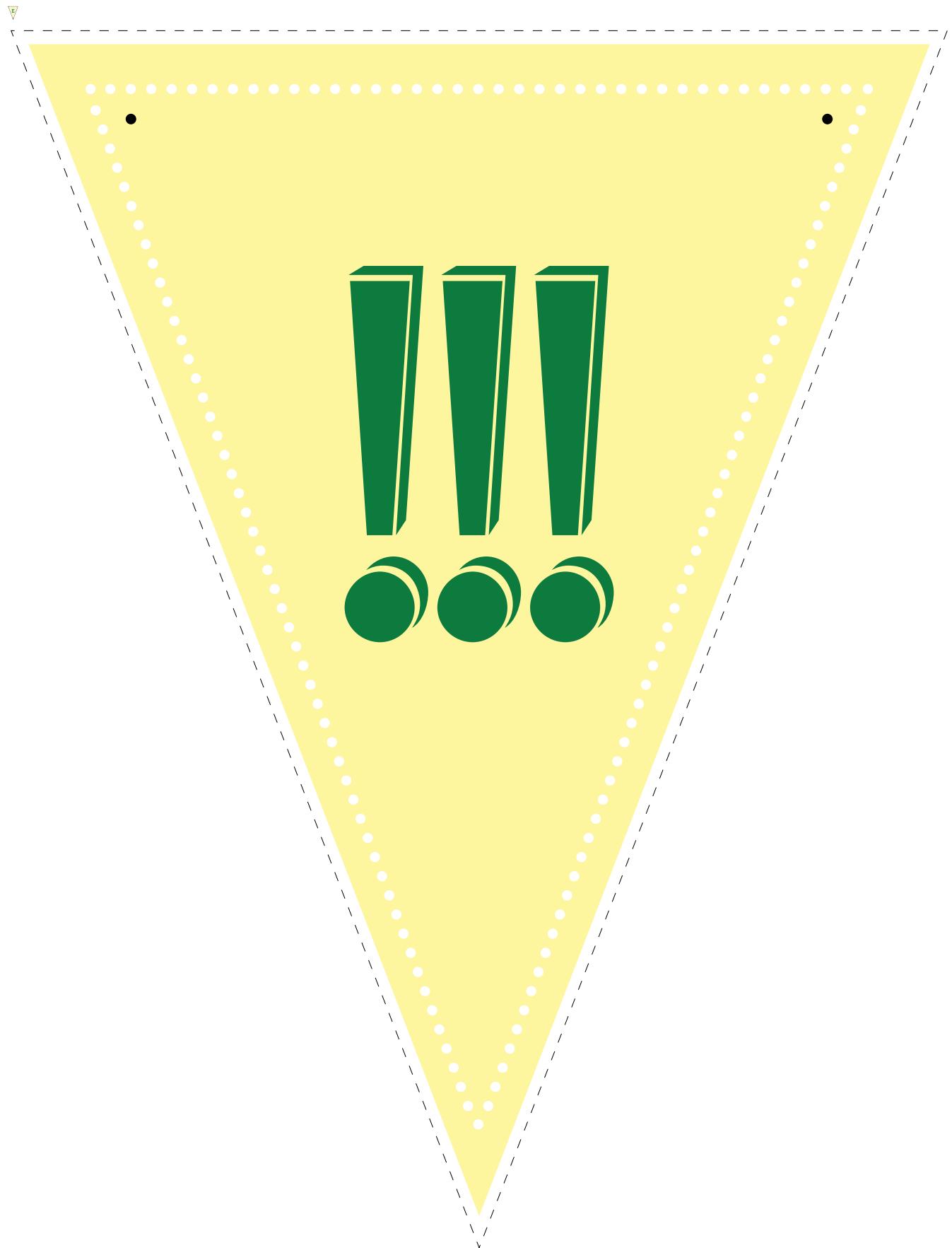
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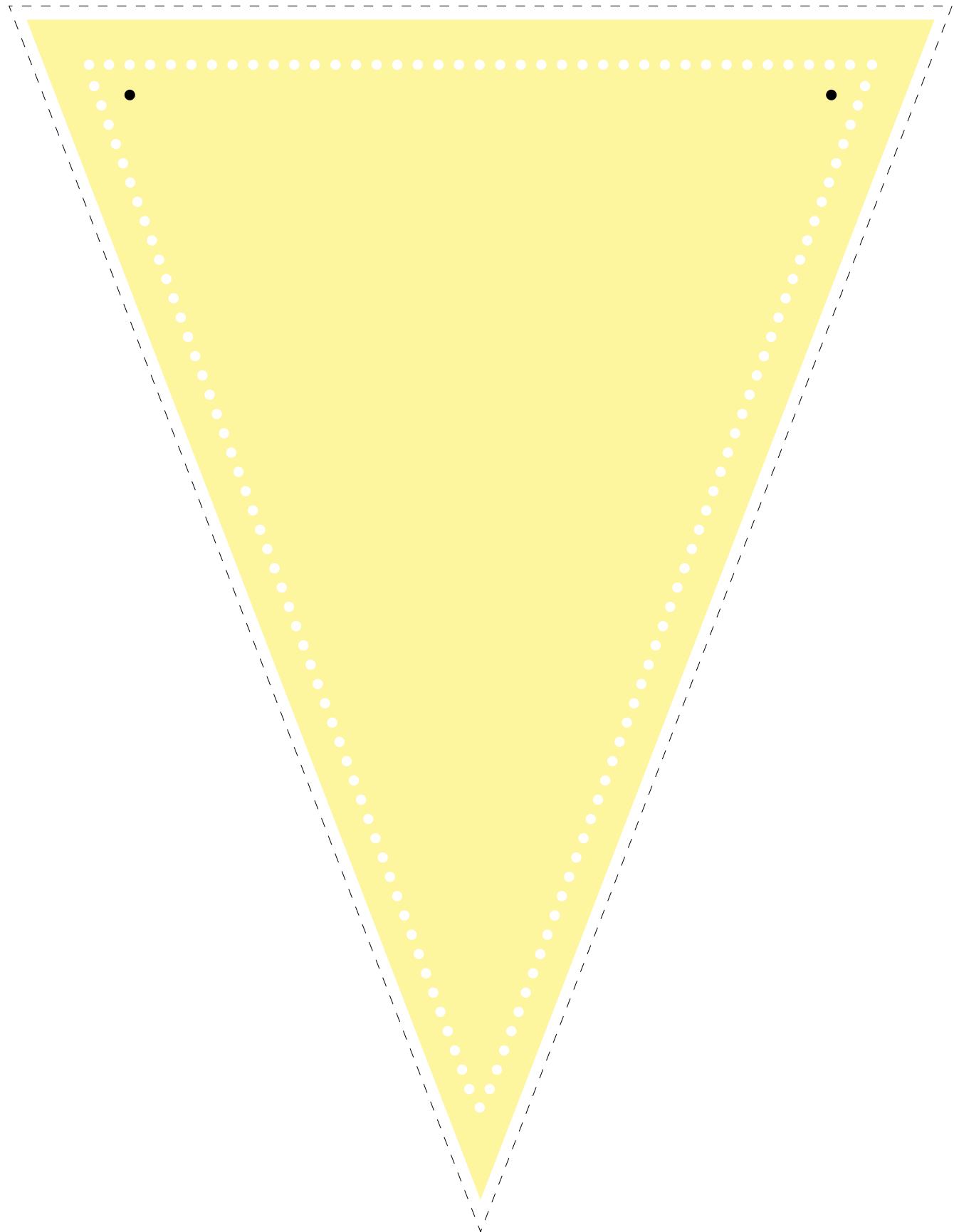
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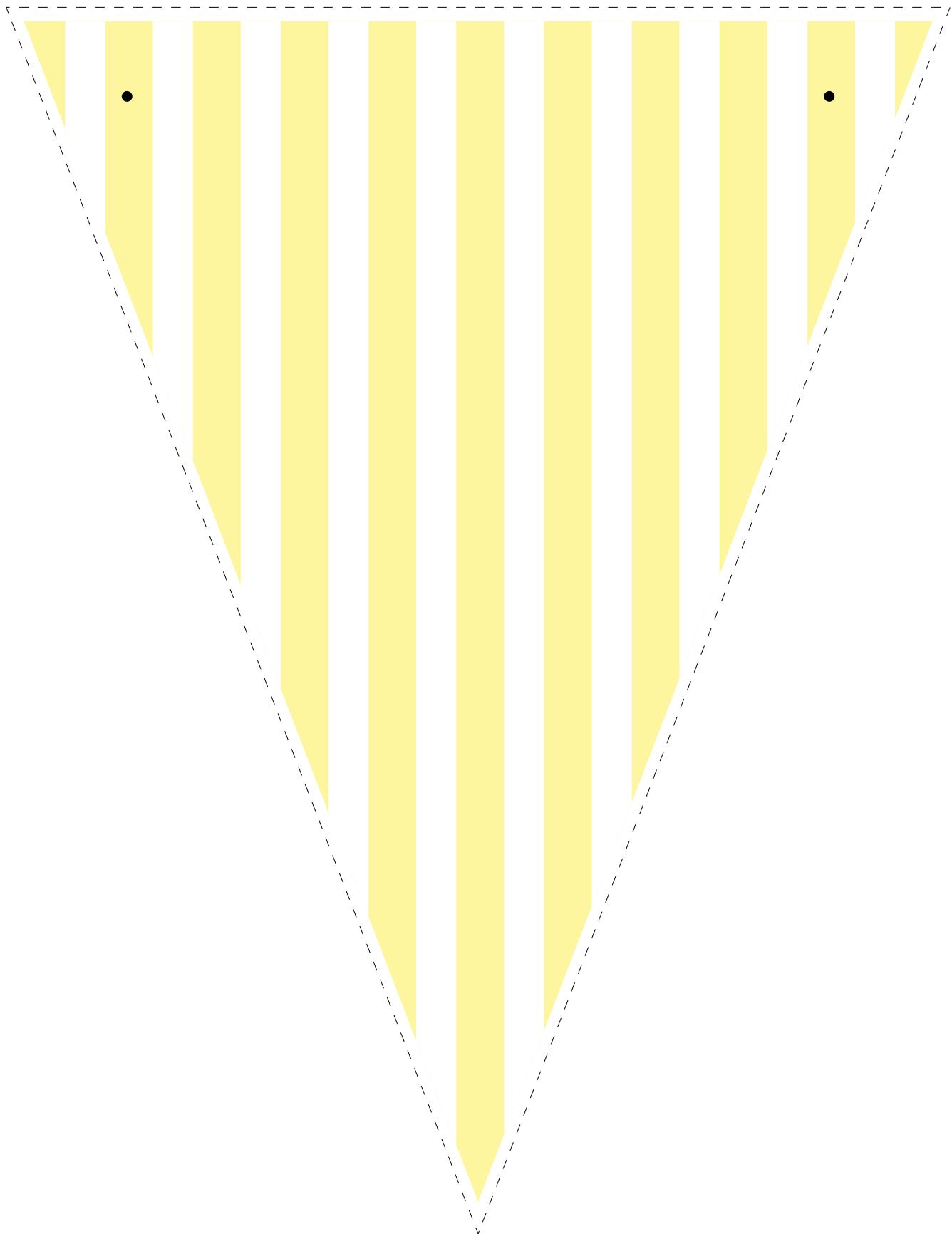
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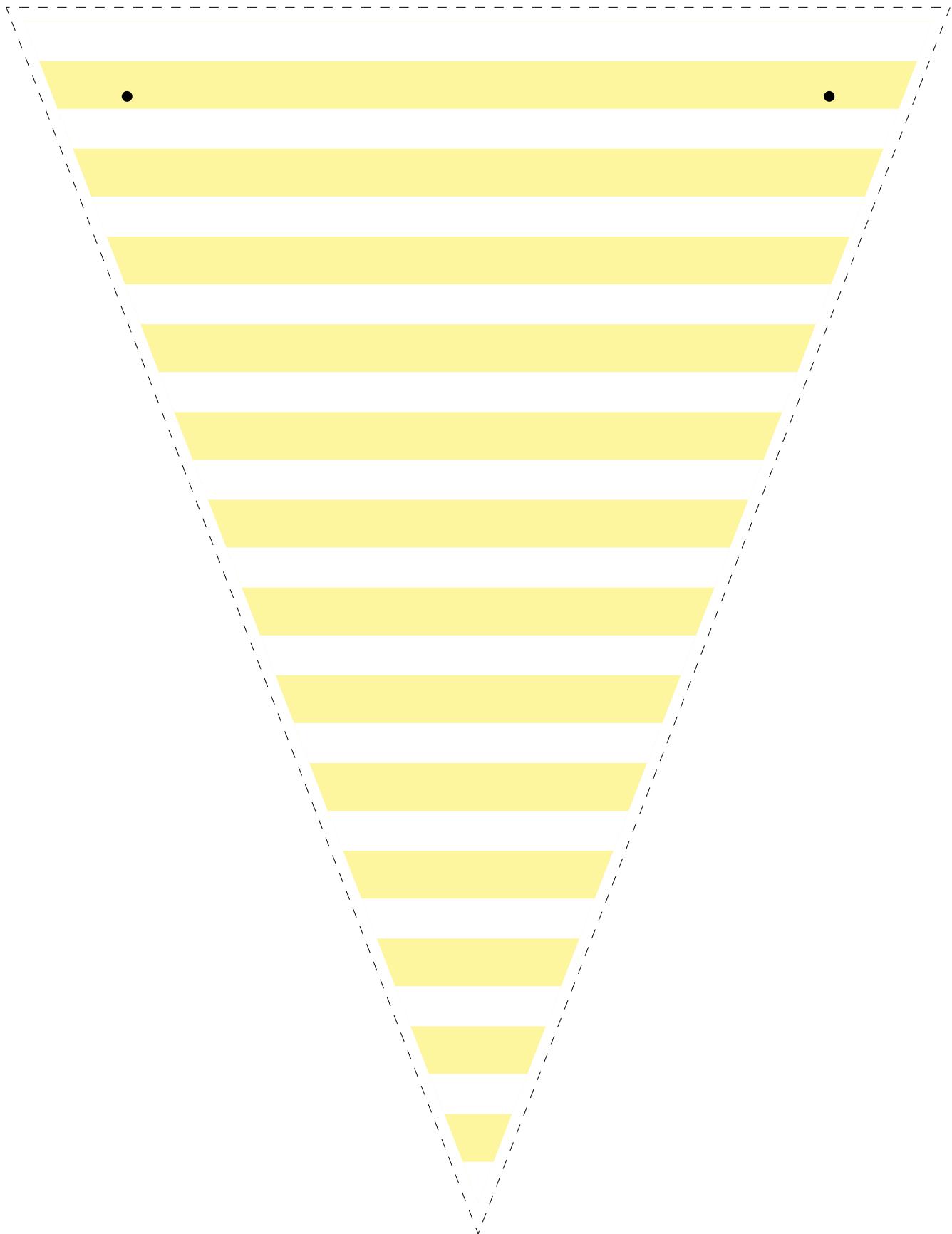
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