



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Oshkosh's newest, and possibly smallest, small business

June 2009 – Oshkosh, WI – This summer four local kids are starting their own business with the help of Choice Bank. The owners, self-proclaimed "Team Lemonade," range in age from seven to ten. Along with attending sports camps and swimming during summer vacation, they will also be learning valuable lessons about what it takes to run a business, the importance of community giving and teamwork.

Choice Bank was proud to grant the financing request for Oshkosh's newest, and possibly smallest, "small business," *Best Choice Lemonade*. "They came prepared," said Stan Leedle Chief Credit Officer for Choice Bank, "they were ready to work hard, learn a lot and give back to the community." Quoting from the mission statement in Team Lemonade's business plan, " 'Our mission is to start a business all run by kids to help people get houses with Habitat for Humanity' - who can say no to that?" said Leedle

Their vision is coming to life. The business plan, financing, name and logo are set. Blueprints have been approved and construction is scheduled to start very soon.

The team's next step is to provide an opportunity within the company to pass on this summer experience to other area children. Beginning June 29th they will be accepting "job applications" from kids ages six to twelve. As a team, they will all take turns staffing and promoting the Best Choice Lemonade Stand.

Kids will not only learn a bit about business, but will also be taught about community giving and personal savings. To teach giving, Team Lemonade will direct all proceeds from the business, along with a matching donation from Choice Bank, to Habitat for Humanity of Oshkosh. In an effort to also teach smart saving there will be a tip jar at the stand which the children will divide at the end of each shift to save toward reaching their personal summer goal.

"We can't wait to watch this small business grow and see the positive impact it will have on our community, Habitat for Humanity and Choice Bank," said Leedle.

"If you want to be successful in business you need to do more than just set out lemonade. You have to create a name and a cause and have speedy service, happy employees with friendly service."

- Best Choice Lemonade, co-owner Wyatt, age 10.

Choice Bank, established in July 2006, is located at 2450 Witzel Avenue, Oshkosh with a second location at 2201 Jackson Street, Oshkosh. Choice Bank is a locally owned and operated community bank dedicated to making a difference in your community! Choice Bank... Your Community, Your Choice!

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For additional information about Choice Bank, call (920) 230-1300 or visit www.choicebank.com.

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