

STUDENTS SHOWCASE ENTREPRENEURIAL SKILLS AT MARKET DAY

Nov. 26, 2024 (Kansas City, Mo)- High school students from the North Kansas City School District are stepping into the world of business and entrepreneurship through the district's *Market Day* event. This hands-on learning opportunity allows students to create, market, and sell their own products, gaining valuable real-world experience in managing a small business.

The event takes place over the first two weeks of December at all four high schools in the district. It is part of the College & Career Pathways program for entrepreneurship. Students worked in small teams to develop business plans, set budgets, and design marketing campaigns to sell a wide variety of products, including blankets, croc charms, food and snacks, apparel, handmade jewelry, and more.

The event is made possible by a grant from the NKC Schools Education Foundation, which provides students with loans up to \$250 to purchase inventory and materials. Students must repay their loans through their sales then keep any remaining profits, creating an authentic business experience. This year's Market Day includes 10-15 student-run businesses from each high school.

Market Day offers more than just a chance to make sales – it's an opportunity for students to develop essential skills in leadership, problem-solving, and communication. Students will also learn firsthand the importance of budgeting, managing inventory, and understanding market demand, as they interact with their peers and staff who act as their customers.

Market Day aims to inspire the next generation of business leaders and foster a mindset of innovation and hard work among the students of North Kansas City Schools.

Media is invited; please contact Susan Hiland to coordinate your visit.

Here are the Market Day locations and times: Products vary at each school.

Monday 12/3 8:00 am-1:00 pm- Winnetonka

5815 NE 48th St, Kansas City, MO 64119

Following week:

Wednesday 12/11 9:00 am-1:00 pm- North Kansas City

620 E 23rd Ave, North Kansas City, MO 64116

Thursday 12/12 9:00 am-1:00 pm- Staley

2800 NE Shoal Creek Pkwy, Kansas City, MO 64156

Friday 12/13 9:00-1:00 pm- Oak Park

825 NE 79th Terrace, Kansas City, MO 64118

With more than 21,800 students, NKC Schools is the largest district in the KCMO metro area and 2nd largest in the state. NKC Schools believes every student matters and is committed to providing a quality education to every student. Established in 1913, NKC Schools is located in the Kansas City metro area's expanding Northland.

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