

**For immediate release:**

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**Local Youth Entrepreneurs Promote Businesses at the Nebraska State Fair**

Two local youth entrepreneurs promoted their businesses at the Nebraska State Fair during a sales event on Labor Day. The marketing event featured youth entrepreneurs from across the state that have participated in the University of Nebraska Extension, Entrepreneurship Innovation Camps (ESI) to learn how to create their own businesses.

The two youth business owners are Shelby Kittle and Macee Alexander. Shelby developed her business, Shelby's Custom Made Lures by hand painting fishing lures using an airbrush technique. The lures are field tested by family and are proven to successfully catch fish! Shelby is the daughter of Rod and Tammy Kittle and lives in Ord. Macee Alexander created her business Macee's Tiny Tunics by sewing bandannas together and adding ribbons and embellishments to make cute tops for young girls. Macee is the daughter of Matt and Laurie Alexander from Ord.

We are very proud to have two local youth entrepreneurs market their products at the Nebraska State Fair. The sales event was an awesome opportunity for our youth entrepreneurs to promote their businesses and network with other young entrepreneurs. These young business owners have developed sustainable businesses and their entrepreneurial spirits play a vital role in keeping our community thriving! It is critical to engage youth in our community's economics and in planning for our future. By supporting youth entrepreneurship and new business creation, we will provide our youth with greater career opportunities so they can successfully work and live in rural communities, stated Dahn Hagge, HomeTown Competitiveness Coordinator for Valley County Community Foundation Fund and Valley County Economic Development.



Entrepreneurship Innovation Camps have been offered in Valley County for the past two years through a partnership among many local community development agencies. To learn more about area youth entrepreneurship programs, contact Dahn Hagge at 308-728-7875 or email [dahnagge@ordnebraska.com](mailto:dahnagge@ordnebraska.com).