

FOR IMMEDIATE RELEASE

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TUCSON, AZ – Celebrate Creativity and Community at the Fourth Avenue Children’s Entrepreneur Market!

The Fourth Avenue Merchants Association (FAMA) is thrilled to once again partner with The Children’s Entrepreneur Market to bring an exciting, educational event to Fourth Avenue! This event celebrates young entrepreneurs and the creativity and leadership they bring to the community.

The Children’s Entrepreneur Market is an award-winning program designed to teach kids the power of entrepreneurship, innovation, and leadership through hands-on experiences. Originally founded in Utah, the markets have grown exponentially, and has big plans for expansion, with a goal to reach all 50 states by the end of 2025.

Parents and kids alike agree that this is a unique and fun opportunity to learn in a competitive environment. Young entrepreneurs are challenged to decide what to sell, create a booth, interact with customers, and manage their earnings—all while learning valuable skills for the future.

“FAMA has been hosting the biannual Fourth Avenue Children’s Entrepreneur Market for many years, and it’s always such a joy to see the kids in action,” said FAMA Executive Director, Casey Anderson. “The creativity and enthusiasm they bring to the table are truly inspiring. Local merchants also enjoy seeing the next generation of entrepreneurs at work.”

One local business owner, Lizzie of Silver Sea Jewelry, says “I enjoy the Children’s Market immensely and I found several talented kids who have now had products on sale in my store!” What a unique learning opportunity about the business world.

Come join the fun and support the young talent of Tucson at the Fourth Avenue Children’s Entrepreneur Market! Whether you’re shopping for unique gifts or simply want to support the next generation of leaders, this event is one you won’t want to miss.

Event Hours

The Spring Children’s Entrepreneur Market will be open from **11 AM to 2 PM** on **Saturday April 19, 2025**, on Historic Fourth Avenue. **Admission is free!**

For more information, visit <https://fourthavenue.org/signature-events/childrens-entrepreneur-market/>

Fourth Avenue Merchants Association, Inc (FAMA) is a nonprofit organization dedicated to preserving and promoting the unique character of Tucson’s historic Fourth Avenue. FAMA fosters economic vitality and cultural enrichment through events, marketing, and promotions, which bring together thousands of locals and visitors to celebrate arts, culture, and community.

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