

FOR IMMEDIATE RELEASE
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LECOM Event Center to Host Sevi's Lemonade Stand and Welcome Children's Miracle Network Guests at Mayhem Monster Trucks

Four-year-old Sevi Heck raised \$950 for Alex's Lemonade Stand Foundation. On July 25, his stand will raise funds to fight childhood cancer while local Children's Miracle Network Champions and graduates are honored as VIP guests.

ELMIRA, NY - A four-year-old Elmira boy's lemonade stand is becoming the center of a bigger community moment at one of the region's largest family events of the summer.

This summer, Sevi Heck opened his first lemonade stand to raise money for Alex's Lemonade Stand Foundation, bringing in \$950 in a single day with the help of family, friends and neighbors. On Saturday, July 25, 2026, Sevi will bring that mission inside the LECOM Event Center during Mayhem Monster Trucks.

Sevi's stand will raise funds for Alex's Lemonade Stand Foundation, with 100% of proceeds from the stand benefiting the national nonprofit's work to fight childhood cancer through research funding, awareness, family support and community fundraising.

The event will also welcome local Children's Miracle Network Champions and graduates as honored VIP guests. These children and families represent the broader importance of pediatric healthcare in the region and the hospital journeys that shape so many local families. Their presence is meant to honor their stories and highlight local children's healthcare, separate from the funds raised by Sevi's stand, which will benefit Alex's Lemonade Stand Foundation.

"Childhood cancer is a monster of a diagnosis for any child or family, and Sevi is proving that even a four-year-old with a lemonade stand can help a community fight back," said Jason Martin, President of OYD Live. "Mayhem Monster Trucks is a massive family event, but this gives the day a purpose bigger than the show. Sevi's stand supports Alex's Lemonade Stand Foundation, and welcoming local Children's Miracle Network families reminds everyone why children's healthcare matters so deeply in our region."

Sevi's parents, Breanna and Timothy Heck, have been by his side throughout the effort. For Breanna, the response to Sevi's first stand was a reminder of how quickly the Elmira community shows up when there is a meaningful cause behind something.

"It was heartwarming to see our community come together for a great cause. Every day I feel lucky to be his mom."

- Breanna Heck, Sevi's mom

Sevi's Lemonade Stand at Mayhem Monster Trucks | Press Release Continued

During Mayhem Monster Trucks, guests will be able to stop by Sevi's stand, buy lemonade, meet Sevi and be part of a day built around local kids and families. The Children's Miracle Network Champions and graduates attending as VIP guests are being honored for their own hospital journeys and for the role local pediatric healthcare plays across the Twin Tiers.

Mayhem Monster Trucks takes place Saturday, July 25, 2026 at the LECOM Event Center, 155 N. Main St., Elmira, NY. The event features monster trucks, motorsports action, family entertainment and VIP pit pass opportunities.

Community members and local businesses can support Sevi's Lemonade Stand by donating or contributing supplies.

More information is available at lecomeventcenter.com/lemonade.

Event Details

What	Sevi's Lemonade Stand at Mayhem Monster Trucks
When	Saturday, July 25, 2026
Where	LECOM Event Center, 155 N. Main St., Elmira, NY
Cause	100% of proceeds from Sevi's stand benefit Alex's Lemonade Stand Foundation
Guests	Local Children's Miracle Network Champions and graduates welcomed as VIP guests
Help	Donate or give supplies at lecomeventcenter.com/lemonade

About LECOM Event Center / OYD Live

LECOM Event Center is the Twin Tiers' home for live entertainment, sports and community events. The venue is operated by OYD Live and is home to the Elmira Aviators of the North American Hockey League.

About Alex's Lemonade Stand Foundation

Alex's Lemonade Stand Foundation changes the lives of children with cancer by funding impactful research, raising awareness, supporting families and empowering everyone to help cure childhood cancer.

About Children's Miracle Network

Children's Miracle Network raises funds and awareness for member children's hospitals across North America. Children's Miracle Network identifies Arnot Ogden Medical Center as Elmira's local member hospital, connecting local awareness and support to children's healthcare needs in the community.

Note: Alex's Lemonade Stand Foundation and Children's Miracle Network are independent 501(c)(3) organizations. Sevi's Lemonade Stand at Mayhem Monster Trucks is an independent community fundraiser hosted by OYD Live / LECOM Event Center to benefit Alex's Lemonade Stand Foundation. Children's Miracle Network guests are being welcomed as honored VIP guests; proceeds from Sevi's stand benefit Alex's Lemonade Stand Foundation.

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