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**Love + Grow Clothing Co Santa Rosa Beach Launch Party Raises $1,000 for Children in Crisis**

**SANTA ROSA BEACH, Fla. (*April 11, 2022)* –** Love + Grow Clothing Co celebrated the grand opening of their first showroom, located at 457 Serenoa Road, Unit 10, on Saturday, March 19, 2022, and raised $1,000 for Children in Crisis.

Locals and visitors from around the country lined up around the building to shop the exclusive collections from the new showroom. Throughout the event, guests sipped on custom cocktails from Distillery 98 and Hey Mama Wines while children in attendance enjoyed craft popsicles from Swell Pops. The pastel lined showroom was adorned with whimsical balloon décor by Mingle and fully stocked with the brand’s collection of kid’s sets, accessories, dresses, swimwear, tops, t-shirts, blankets, and footwear.

“We couldn’t believe over 50 people were waiting in line to get into the store before we even opened,” said owner, Lindsey Smith. “We were so excited that everyone else was so excited to come see us and shop for their little ones. We never would’ve dreamt of a grand opening as successful as this!”

The owners of Love + Grow Clothing Co, Lindsey and Nick Smith, wanted to thank their new community for all of the support from the grand opening by presenting a check for $1,000 to Children in Crisis. Children in Crisis is a 501(c)(3) non-profit organization made up of caring people who work together to keep brothers and sisters together and give homes to the abused, neglected, and abandoned children of the community. To learn more about Children in Crisis, visit <https://childrenincrisisfl.org>.

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**About Love + Grow Clothing Co**

Love + Grow was created in 2017 by Lindsey Smith after she had her first child, a baby girl named Evelyn. As a new mom, Smith looked for a career where she could utilize her passion for design and creativity, while staying at home to take care of her new baby. Smith had a vision to build an empowering and encouraging company that would help other moms by designing stylish clothes for both them and their daughters. From this dream, Love + Grow was born and sold primarily online, featuring weekly drops of new arrivals designed with colorful patterns, ruffles, and bows for kids ages 6 months to 12 years. Love + Grow sells an array of kid’s swimwear, matching sets, dresses, sweatshirts, tops, t-shirts, blankets, footwear, and accessories. Love + Grow’s retail space will be open Tuesday - Friday from 10 a.m. - 4p.m.