
UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report (Date of Earliest Event Reported): January 17, 2017

GROWGENERATION CORP
(Exact Name of Registrant as Specified in its Charter)

Colorado
(State or other Jurisdiction
of Incorporation)

333-207889
(Commission
File Number)

46-5008129
(I.R.S. Employer
Identification No.)

503 North Main Street, Suite 740
Pueblo, Colorado 81003
(Address of Principal Executive Offices)

Registrant's telephone number, including area code: **800-935-8420**

N/A
(Former Address of Principal Executive Offices)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation under any of the following provisions *see* General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Section 7 – Regulation FD

Item 7.01. Regulation FD Disclosure

On January 17, 2017, GrowGeneration, Corp. (the “Company”) published a press release regarding its collaboration with New Frontier Data.

A copy of the press release is attached hereto as Exhibit 99.1. The information contained herein and the exhibit attached herewith shall be deemed furnished and not filed.

Section 9 – Financial Statements and Exhibits

Item 9.01: Financial Statements and Exhibits

(c) Exhibits

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release, dated January 17, 2017

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended the Registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

Date: January 18, 2017

GrowGeneration Corp.

By: /s/ Darren Lampert

Name: Darren Lampert

Title: Chief Executive Officer

GrowGeneration and New Frontier Data Join Forces to Analyze Marijuana's Ancillary Markets

DENVER, CO--(January 17, 2017) - GrowGeneration Corp. ("GrowGen" or the "Company") (OTCQBGRWG) one of the largest specialty retail hydroponic and organic gardening store chains and New Frontier Data, the authority in real time business intelligence for the cannabis industry, has partnered to provide cultivators in the sector with the necessary data to help them better understand where their time, resources, and money should be spent to best align with product demand and maximize profitability at a critical time in this growing sector.

"Everyone in this industry is looking for that extra edge to take their business to the next level. As the state markets mature and the industry is becoming more competitive, especially for growers. Cultivators who do not properly understand their business, operating environment, and customers' wants will find it increasingly difficult to remain competitive, let alone profitable. GrowGen's vast data processed through our big data engine and made actionable by our analytics will help GrowGen to provide cultivators with the competitive edge they need to succeed in the changing cannabis space," said New Frontier CEO and Founder, Giadha Aguirre De Carcer.

"We are greatly looking forward to collaborating with New Frontier to develop market-leading data and analytics. Every grower seeks to accurately anticipate what products the market will demand and be ahead of the trends. By delivering this information along with their grow supplies, GrowGen is creating a model within our industry that just doesn't exist today and gives growers the tools to manage their business in real time and in the most efficient manner," said Darren Lampert, Co-Founder and CEO of GrowGen.

GrowGen will provide historical and real time sales data to New Frontier to create a "State of the Ancillary Market" report to be released for sale in the first half of 2017. This report, which will include additional industry data collected by New Frontier, will be the first comprehensive report to use ancillary market point of sale data to analyze trends and develop insights into the cultivation market. It will enable growers to understand product trends and identify opportunities to improve performance by benchmarking their cultivation inputs.

About GrowGeneration Corp.:

GrowGeneration Corp. ("GrowGen") owns and operates specialty retail hydroponic and organic gardening stores. Currently, GrowGen has 11 locations, which includes nine locations in Colorado, one location in California and one location in Nevada. GrowGen carries and sells thousands of products, including organic nutrients and soils, advanced lighting technology and state of the art hydroponic equipment to be used indoors and outdoors by commercial and home growers. Our mission is to own and operate GrowGeneration branded stores in all the major legalized cannabis states. Management estimates that roughly 1000 hydroponic stores are in operation in the U.S. According to New Frontier Data, the U.S. cannabis market was \$6.1 billion in 2015 and is expected to reach \$7.9 billion at the end of 2016. By 2020, the market is estimated to reach over \$21 billion with a compound annual growth rate of 30%.

About New Frontier Data:

New Frontier Data provides objective, rigorous and comprehensive analysis and reporting for the nascent and underserved cannabis industry. New Frontier's data and reports have been cited in over 45 countries around the world to inform industry leaders. New Frontier, the premiere Big Data shop in the sector looks beyond the plant cultivation and distribution, to raise the industry bar and improve visibility into what will inevitably soon be a mature and more complex industry. Founded in 2014, New Frontier is headquartered in Washington, D.C. and additional offices in Denver. For more information or media inquiries, please visit www.frontierfinancials.com or contact Gretchen Gailey at 202-489-3821 or ggailey@newfrontierdata.com.

Forward Looking Statements:

This press release may include predictions, estimates or other information that might be considered forward-looking within the meaning of applicable securities laws. While these forward-looking statements represent our current judgments, they are subject to risks and uncertainties that could cause actual results to differ materially. You are cautioned not to place undue reliance on these forward-looking statements, which reflect our opinions only as of the date of this release. Please keep in mind that we are not obligating ourselves to revise or publicly release the results of any revision to these forward-looking statements in light of new information or future events. When used herein, words such as "look forward," "believe," "continue," "building," or variations of such words and similar expressions are intended to identify forward-looking statements. Factors that could cause actual results to differ materially from those contemplated in any forward-looking statements made by us herein are often discussed in filings we make with the United States Securities and Exchange Commission, available at: www.sec.gov, and on our website, at: www.growgeneration.com.

Connect:

Website: www.GrowGeneration.com

Facebook: [GrowGenerationCorp](https://www.facebook.com/GrowGenerationCorp)

Twitter: [@GrowGenOK](https://twitter.com/GrowGenOK)

Instagram: [Growgeneration_corp](https://www.instagram.com/Growgeneration_corp)

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SOURCE: GrowGeneration Corp.