

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): October 20, 2021

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.)

5619 DTC Parkway
Greenwood Village, CO 80111
(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))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading symbol	Name of each exchange on which registered
Common Stock, par value \$0.001 per share	GRWG	The NASDAQ Stock Market LLC

Section 7 – Regulation FD

Item 7.01. Regulation FD Disclosure

On October 20, 2021, GrowGeneration Corp. (the “Company”) published press releases announcing: (i) the appointment of Becky Gebhardt as Senior Vice President, Marketing and E-commerce; and (ii) the establishment of a national program with Harvest 360 Technologies, LLC to support individuals with education and training to acquire the skills necessary to gain access to the state licensing process.

Copies of the press releases are attached hereto as Exhibits 99.1 and 99.2. The information contained in this Current Report on Form 8-K (including the exhibit) is being furnished and shall not be deemed “filed” for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liabilities of that Section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as otherwise expressly stated in such filing.

Section 9 – Financial Statements and Exhibits

Item 9.01. Financial Statements and Exhibits

(c) Exhibits

Exhibit No.	Description
99.1	Press Release dated October 20, 2021
99.2	Press Release dated October 20, 2021
104	Cover Pager Interactive Data File, formatted in Inline XBRL document

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: October 20, 2021

GrowGeneration Corp.

By: /s/ Darren Lampert

Name: Darren Lampert

Title: Chief Executive Officer

GrowGeneration Appoints Becky Gebhardt as SVP Marketing and E-commerce

DENVER, Oct. 20, 2021 /CNW/ - GrowGeneration Corp. (NASDAQ: GRWG), (“GrowGen” or the “Company”) the nation’s largest chain of specialty hydroponic and organic garden centers, today announced the appointment of Becky Gebhardt as Senior Vice President, Marketing and E-commerce.

Ms. Gebhardt is a seasoned marketing and e-commerce executive with more than two decades of experience in the global consumer goods industry. She has a proven track record of developing brand vision as well as creating compelling performance, retail, and brand marketing via digital first strategies. Becky has deep experience driving strong brand and e-commerce growth for both emerging and iconic brands using a process that is data driven and a focus on putting the customer first.

Prior to joining Grow Generation, Gebhardt served as the Global Chief Marketing Officer of PopSockets, a privately held company in Colorado specializing in grips, mounts, and wallets for digital devices. Previously she served as the EVP, Chief Marketing Officer of Lands’ End, and the Vice President, Creative Director at Crocs respectively.

“Becky’s 20-plus year career in consumer goods and best-in-class customer experience is the unique mix of brand and digital strategic expertise that we’ve been looking for to drive our omni-channel marketing and e-commerce platforms,” said Darren Lampert, GrowGeneration’s CEO.” She will be responsible for leading customer acquisition, retention, and engagement initiatives across all channels as GrowGen defines the next generation of garden centers, with the largest selection, best service and grow professional community focused on high touch solutions for all types of growers.”

“As we continue to build out our network of best-in-class hydroponic and organic garden centers, integrated technology and e-commerce platforms, and private label offerings, Becky’s experience will be invaluable in scaling our marketing and e-commerce and strategic approaches to consumers across all channels to best support our growing operations.”

About GrowGeneration Corp.:

GrowGen owns and operates specialty retail hydroponic and organic gardening stores. Currently, GrowGen has 63 stores, which include 24 locations in California, 8 locations in Colorado, 7 locations in Michigan, 5 locations in Maine, 5 locations in Oklahoma, 4 locations in Oregon, 3 locations in Washington, 2 locations in Nevada, 1 location in Arizona, 1 location in Rhode Island, 1 location in Florida, 1 location in Massachusetts and 1 location in New Mexico.

GrowGen also operates an online superstore for cultivators at growgeneration.com and B2B e-commerce platform, agron.io. 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.

Company Inquiries:

GrowGeneration Corp.
610-216-0057
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Investor Contact:

John Evans
GrowGeneration
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415-309-0230

GrowGeneration to Develop Accelerator Program for Social Equity & Micro Licenses

New Program will Educate Growers, Provide Opportunity, and Deliver Proven Equipment and Nutrient Packages

DENVER, Oct. 20, 2021 /CNW/ - GrowGeneration Corp. (NASDAQ: GRWG), (“GrowGen” or the “Company”) the nation’s largest chain of specialty hydroponic and organic garden centers, today announced that the Company and Harvest 360 Technologies, LLC (H360) will work together to develop a National Program to support individuals with the education and training to acquire the skills necessary to gain access to the state licensing process and types of support that are required to be successful in this emerging industry.

“This industry is expanding exponentially. Markets like Oklahoma and Michigan are proving that servicing smaller grows and home grows, is not only good business it is good practice” said Michael Salaman President and co-founder of GrowGen, “this program with H360, gives us a direct method to impact the ability of new companies to grow their businesses”

Veteran, Minorities, Women and Residents of Impact Zones or Disproportionately Impacted Areas, are being encouraged to participate in new markets like New Jersey, New York and Illinois, but they are not always given access to the tools necessary to compete and be successful.

“Social Equity and Micro Cultivation Licenses are very closely related” said Todd Scattini, Global CEO of Harvest 360, “I have seen it for myself in Missouri, how the Micro Grow program has helped veterans turn their lives around by helping treat chronic pain, PTSD, and receive therapeutic benefits from cultivation of the cannabis plant”.

The new national Education & Training program will be the first commitment of this kind in the industry, The GrowGen Micro Cultivation program, in collaboration with H360 will begin in New Jersey, with a GrowGen commitment, of up to \$500,000, to provide full scholarships for 25 Cultivation teams, that will establish Micro Grow licenses in the New Jersey Adult-Use Cannabis market. GrowGen will provide scholarships to the program, access to equipment packages and market resources to the applicants.

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