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## GrowIt! Gets Behind IGCs

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The folks behind the GrowIt! app—an app that encourages gardening and supports an active digital plant-loving community—have always been supporters of the horticulture industry. Now, thanks to a growing amount of user data and listening to the needs of the GrowIt! community—they've grown the app to better support that community by linking the community to the local source: independent garden centers.

IGCs can now sign up to be a GrowIt! Garden Shop, to make it easier for gardeners to find garden centers near them. It's not just a one-sided conversation, either. IGCs can post photos of stuff in stock, luring customers in with new and fresh products.

And this Garden Shop feature is just for you IGCs, nurseries and retail greenhouses, too. Interested? Sign up to be on the GrowIt! Garden Shop list by visiting [retailers.growitmobile.com/apply](http://retailers.growitmobile.com/apply). **GP**