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## Girls Crushing It winter pop-up show, Dec. 15

Submitted by Emily Best



A Girls Crushing It member showcases her wares at last year's event. Photo provided

The Second Annual Girls Crushing It Winter Pop-up Shop, which will showcase 60 local "girlpreneurs" proudly presenting everything from their homemade bath products and pet treats, to original works of art and handmade jewelry, will return from 2 to 5 p.m. Dec. 15 at the Lafayette Community Center.

Special guest and prominent Bay Area author Diana Kapp will also be on hand signing copies of her new book for young women, "Girls Who Run the World: 31 CEOs Who Mean Business," an ideal addition to this event since it profiles successful entrepreneurs in areas of business ranging from fashion and food to construction and tech. The stories of these female CEOs from companies such as Stitch Fix, Soul Cycle, Wildfang and Glossier relay their failures as well as their triumphs and share words of advice, all of which are sure to inspire readers to become the leaders of tomorrow.

"I wrote this book in part to encourage my own teenage daughter to pursue her passions and when girls read a whole book of stories about relatable, imperfect women who create products that sell in the billions they start imagining themselves doing that too," said Kapp. "Girls Crushing It is an invaluable organization that not only shows young girls the power of possibility but is also a celebration of their entrepreneurial prowess."

Roxanne Christophe, founder and CEO of Girls Crushing It said, "I am delighted to bring the Winter Pop-up Shop back for another year. These girls are growing in confidence and with authors such as Diana Kapp enlightening them to a world of possibilities, they can truly see they can be the CEOs and business leaders of the future."

In addition to the pop-up shops, Girls Crushing It runs business workshops where the girls learn the fundamentals of entrepreneurship - everything from product development and pricing to marketing and developing their sales pitch. They also learn the importance of budgeting, investing and giving back.

Suggested donation to Girls Crushing It is \$20 per family/household. Donations benefit Girls Crushing It.

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