

# Lamorinda Girls Are Crushing It!



SARAH DAVID

Entrepreneur **Maddie David** set up her Fizzy Fun Bath Time display at a "Girls Crushing It" pop-up shop in October.

By SALLY HOGARTY  
Editor

What began as one event to showcase young female entrepreneurs has morphed into an Orinda nonprofit called Girls Crushing It.

The initial event Makers Market, which took place in the spring at Wilder's Quarry House, featured young entrepreneurs aged 5 – 13 and tables laden with their handmade wares. The market was such a success (over 400 people attended during the two-hour event) that founder Roxanne Christophe started Girls Crushing It.

"We're on a mission to empower girls to flex their leadership muscles through entrepreneurship and to date, we've trained 150 girls ranging in age from 6 to 15," says Christophe. "We help them with the fundamentals of running a business, product development and on developing and delivering their business pitch."

The "girlpreneurs" of Girls Crushing It will put their newly acquired skills into action at a pop-up shop on Dec. 9 from 2 – 5 p.m at the Lafayette Community Center, 500 St. Mary's Rd., in Lafayette. Orinda Mayor Amy Worth will be a special guest at the event.

"The young girls who took part in the Makers Market are truly inspiring. Their creativity and sheer enthusiasm for the entrepreneurial process is such a joy to see," says Worth. "I'm delighted the winter pop-up shop brings them back, and I can't wait to shop their adorable items and continue my support of this wonderful local event."

The girl-owned businesses at the Dec. 9 event will include such products as all-natural bath items, dog treats, hand-made jewelry and magic wands. For more information, go to [www.GirlsCrushingIt.org](http://www.GirlsCrushingIt.org).