



Media Release

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WABASH COUNTY, IN (October 19, 2018) – Grow Wabash County is excited to announce an official Ribbon Cutting Ceremony for Wabash Wicks on Friday, October 26th at 5:00 p.m.

Seventeen years ago, Wabash Wicks Owner, Allison Floor, was looking for a way to express her creativity outside of raising her three boys. Candle making was something that had always piqued her interest, so she began to research the craft. After a few months her dad approached her with a semi-sized offer to help move the concept from research to creation. After procuring a list of the essentials needed to begin her new journey, Allison’s father ordered enough materials to fill a semi-truck in an effort to ensure his daughter’s new business would get off on the right foot. From there, Wabash Wicks was born.

When asked about the choice to move to a storefront, owner, Allison Floor, stated, “I decided in the spring that I needed to start looking for a storefront. I was outgrowing my kitchen and knew that I could more efficiently expand my product line by having a physical location. Also, my customers could come in to smell and try the items out more easily with a shop.

In the last eight years Allison has expanded Wabash Wicks inventory to include hand crafted soaps, bath bombs, lotions, car air fresheners, and more. Since opening the storefront Allison has plans to continue adding to her line of products and to offer bath bomb and soap making parties.

“We are thrilled to welcome Wabash Wicks to our community” said Keith Gillenwater, President and CEO of Grow Wabash County, “Allison embodies the true spirit of an entrepreneur and we look forward to working with her as her business grows!”

The ribbon cutting is scheduled for Friday, October 26th at 5:00 pm at Wabash Wicks located at 1019 N. Miami St. Wabash, Indiana. A 10% discount will be given on all purchases the day of the ribbon cutting and from 5:00-7:00pm all melts will be \$5.00 a bag.

For more information please contact Grow Wabash County at 260.563.5258 or e-mail at info@growwabashcounty.com

About Grow Wabash County

Grow Wabash County (legal name Wabash County Business Alliance Inc.) is a not-for-profit corporation that spearheads economic and community development efforts in Wabash County, Indiana. GWC is designed around five pillars of service - assisting business development needs, promoting livability, fostering entrepreneurship, supporting workforce development, and offering programming and investor services. GWC was formed with the merger of the EDG of Wabash County and Wabash County Chamber of Commerce in July 2017. For more information about GWC, please visit www.growwabashcounty.com or call us at 260.563.5258