

## LOCAL CLOTHING STORE GENESIS BREAKS GROUND ON NEW LOCATION IN WILLISTON

**For Immediate Release**  
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**Williston, ND-** Locally-owned and operated clothing store Genesis recently announced its plans to build and open a new location in Williston in the spring of 2022. Genesis, with FCI Constructors, will be holding a groundbreaking ceremony at Williston Square on Tuesday, October 19, 2021 at 8:30 a.m.

When visiting Genesis, one is greeted by a friendly sales staff as well as an inventory of competitively priced on-trend brands and styles. Originally opened in 2014 as “Starboard”, a name change to “Genesis” was completed in 2019. Genesis carries apparel, footwear, eyewear, and accessories, for men, women, and children. Popular lifestyle brands include: Vans, Roxy, Billabong, Hurley, Birkenstock, Oakley, North Face, Fox Racing, UGG and many more.

Owners Lenny and Miranda Johnson are not only concerned with carrying the latest styles of clothing and accessories, but they’re primarily focused on providing excellent customer service in their store. Family values like dependability and generosity bleed into their business model. Lenny and Miranda are both graduates of Minot State University, and Lenny is a United States Air Force veteran.

The company also aims to give back to the community, supporting causes like Williston United Futbol Club, Williston Basin Youth for Christ, Williston Parks & Rec, Trinity Christian School, and more.

“We’re excited that this new location will give us the opportunity to reach more people in the community,” shared Lenny. “We want to give our customers the best selection and the best customer service we possibly can.”

To keep up with the latest news from Genesis, be sure to follow the store at [Facebook.com/ShopGenesisND](https://Facebook.com/ShopGenesisND) and [Instagram.com/shopgenesisnd](https://Instagram.com/shopgenesisnd).

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Genesis is a family-owned clothing store with the mission to provide a specialty retail experience by offering the best selections available to our customers with the best customer service. Genesis has thrived on providing their customers with a comfortable, safe, and clean environment. Genesis greatly values giving back to the community that keeps them growing.

[shopgenesisnd.com](https://shopgenesisnd.com)

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