

CITY OF DANVILLE, VIRGINIA
Office of Economic Development

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For Immediate Release

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~ Adams' Shoe Shop Reopens In Downtown Danville ~

DANVILLE – Robert Adams announced plans today to reopen Adams' Shoe Shop at 111 North Market Street in the heart of the Downtown Historic District. The shop will carry a complete line of leather products and leather care accessories. It will also offer shoe shines and repairing of soles, heels, and rips. Custom care will also be offered for leather bags, coats and work boots.

Adams has been working in the shoe repair business since he was 13 years old. He was trained by and worked alongside his father, the original owner of the business. "I grew up working in downtown Danville – it is in my blood," stated Adams. "I have a desire to build upon the business that my father started, be a part of a growing downtown district and give back to the wonderful people of Danville who supported my family's business for so many years."

Adams, an Air Force veteran, returned to Danville in the early nineties and began a 17 year career at Corning. Robert and his wife Robin live in Danville and have two children Ashley and Andrew – all of whom are excited about the business venture and the opportunities it will bring.

Working with the City of Danville Office of Economic Development, the owner qualified for a Downtown Development Enhancement Grant which gives funds to targeted new businesses to locate within the Downtown or the Tobacco Warehouse Historic Districts. “The reopening of Adams’ Shoe Shop is a wonderful story where a son continues his father’s legacy in downtown Danville and fills a niche by offering quality service and products for your shoe and leather needs at an affordable price,” stated Anne Moore-Sparks, Project Manager for the Office of Economic Development. “Given Robert’s enthusiasm and experience in his trade and his true desire to take part in downtown’s revitalization effort, I know he will make his father proud.”

Adams’ Shoe Shop will be open for business Monday through Saturday. Hours of operation include Monday, Wednesday, Thursday and Friday from 8:30 am – 6:00 pm and Tuesday and Saturday from 8:30 am – 2:00 pm.

This press release is the 5th announcement since December 2, 2010 regarding new downtown investments. On December 2, 2010 the City welcomed Missy Bello to the district and announced the expansion of Amburn & Co. Salon and Spa on Main. On December 15, the City announced the opening of Jake’s On Main, an upscale and trendy restaurant that will locate in the former Purple Onion location at 215 Main Street. On January 5, 2011 the City announced 316 Cibo, a casual concept similar to Panera Bread that will be located in the former Bronx Boy location at 316 Main Street. On January 6, 2011 Rehab Development, located in Greensboro, NC, announced plans to redevelop the former Tuxedo building located at 533 Main Street into 13 market-rate apartments on the second and third floors and 1-2 commercial spaces at street level. Additional downtown announcements to come!