

CITY OF DANVILLE, VIRGINIA  
*Office of Economic Development*

**Joseph C. King**  
City Manager

**Jeremy Stratton**  
Director, Economic Development



For Immediate Release

Contact: Anne Moore-Sparks  
Office: 434.793.1753  
Mobile: 434.770.2474  
Email: [amoore-sparks@discoverdanville.com](mailto:amoore-sparks@discoverdanville.com)

**December 2, 2010**

~ Jerry Amburn and Missy Bello Form Partnership – Grand Opening Scheduled ~

DANVILLE – Jerry Amburn, owner of Amburn & Co. Salon and a Downtown Danville Association Board Member, and Missy Bello, former owner of Missy Bello & Company, announced plans today to form a full partnership and combine their individual businesses into Amburn and Co. Salon & Spa on Main. Located in a brownstone at 209 Main Street in the heart of the Downtown Historic District, the new business will now occupy both floors of this historic building.

This new partnership came to fruition by way of fate. Bello always wanted to be located in the historic district but the timing was never quite right. The City of Danville Office of Economic Development actively recruited Missy Bello & Company several years ago in an attempt to open her business downtown but a long term lease had already been signed for her former space on Mount Cross Road.

Last Spring, as Bello was attending Dave Gluhareff's Bootcamp in the Tobacco Warehouse District, she would run past Amburn & Co. Salon, the cobblestone streets, the River Walk Trail, and the new lofts and condominiums. Her interest and passion for downtown was reignited as

she fell in love with the life and the spirit of the district. At the same time, Bello's lease was coming to an end. Knowing that she would need to relocate, Bello decided that moving into an existing salon would alleviate the stresses of owning a large business and allow her to get back to the "personal touch" that has made her famous.

Opportunity came knocking in the form of Jerry Amburn. Jerry always dreamed of a spa on the second level of his salon at 209 Main Street and so a partnership was formed. "The spa I have created is magical, timeless, personal, upscale and inviting," commented Bello. "The newly installed spiral staircase leads you from the salon into a beautiful loft where you can escape and exhale. I love what I do and could not be happier to have become a part of the Downtown Historic District."

The addition of Amburn and Co. Salon & Spa on Main to downtown adds to the growing excitement of the district. Other recent announcements have included the addition of a large format theatre at the Crossing at the Dan, the continuation of the River Walk Trail System and the development of the former White Mill project. "I am ecstatic that Missy has decided to locate downtown," said Anne Moore-Sparks, Project Manager for the City of Danville Office of Economic Development. "Her experience and energy are a perfect fit for a district that is experiencing a true renaissance. Missy and Jerry will make a dynamic duo."

Hours of operation for Amburn and Co. Salon & Spa on Main are Tuesday – Friday from 10am until 6:00pm and on Saturday from 10:00am until 1:00pm. Appointments are available before and after regular business hours. Missy Bello and Ruth Zakhary (formerly of Missy Bello and Company) offer spa treatments such as European facials, body wraps, waxing services, massage therapy, body scrubs with steam shower, ear candling, signature manicures and pedicures, gel nails and shellac nails. Salon services include: cut, color, Brazilian blowout and corrective hair color all by stylists and color artists, many of whom are educators in their field. The Spa and Salon team include: Missy Bello, Jerry Amburn, Ruth Zakhary, Terry Hiatt, Rhonda Haymore, Sherri Myers-Keatts, Pam Edwards and Allison Moore.

---

The public is invited to attend the Grand Opening and Open House on Sunday, December 5th from 2:00pm – 5:00pm. Refreshments will be served and tours will be offered.