

Spin Bicycle Shop to Hold Grand Opening Downtown

DANVILLE, VA - Jerry Henley, owner of Spin Bicycle Shop, 531 Main Street, announced today that the grand opening celebration for the new downtown business will be held on Monday, March 1. Mayor Sherman Saunders will participate in the ribbon-cutting ceremony at Noon.

Jerry, a Danville native, has worked for the last 24 years as an electrician by trade. Ever since he was a toddler, however, he has had a fascination with anything that had to do with bicycles. He remembers as a child, riding all over the city on his bike. "It has always been a dream of mine to open a bike shop in Danville," he admits.

Recently, he started to put his dream into motion by researching other bike shops and checking in with the Longwood Small Business Development Center (LSBDC). Dave Slayton, business counselor with the SBDC helped Jerry by conducting some market research and helping him fine tune his business plan. "We felt the best location for a full service bike shop would be as close as possible to the city's Riverwalk Trail," said Slayton. "The C. H. Alexander building at 531 Main is a very good location and a manageable size for this kind of shop," he continued, "and Spin Bicycle Shop offers the kind of specialized personal service you look for in an intimate downtown shopping venue."

Spin Bike Shop will stock several brands of bicycles for sale, and Jerry will custom build or order for customers that have special requests. Spin will also stock parts and supplies, including apparel and a selection of healthy snacks. They will offer a full range of repair and maintenance services and bike rentals and storage will be available as well.

As one who has always enjoyed a healthy lifestyle and encourages others to do the same, Jerry hopes that his new shop will encourage more people to get off the couch and onto the bike. He envisions his shop as a place for bike enthusiasts of all ages to gather and exchange news and views, and he has set up a corner of his shop as a place to just hang out.

City officials see the new bicycle shop not only as a traffic generator, but also a recreational amenity for downtown. "Visitors to our city, and our own Danville residents, can now rent a bike and ride Millionaire's Row or cruise along the Riverwalk Trail," said Anne Moore-Sparks, project manager for the Office of Economic Development and active member of the local Southern Virginia Mountain Bike Association. "This is something that Danville has needed for quite awhile."

Mayor Sherman Saunders reflected on how the bike shop will complement other downtown development projects that are currently taking place. "This new business is coming to downtown at a very fortuitous time," he said. "It will be a very good thing to be in such close proximity to the new YMCA, and will offer the 400 future workers at the White Mill a great amenity."

Hours of operation for Spin Bicycle Shop will be Monday – Friday from 10-6, Saturday from 9-4 or call 434-793-SPIN(7746) for an appointment on Sundays. Visit the website at www.thespinbikeshop.com.