



City of Danville Office of Economic Development
www.discoverdanville.com

For Immediate Release: Wednesday, Feb. 5, 2014

Contact: Corrie Teague; (434) 793-1753

Local Foods Help Market Danville to New Grocery Store

Danville, Va. - The Office of Economic Development asks citizens of Danville, Pittsylvania County, and surrounding localities to sign a petition to help recruit a specialty grocery store to Danville.

“A similar process has worked in other localities,” said Corrie Teague, project manager for the Office of Economic Development. “We are constantly making connections and seeking new ways to market Danville. We’ve been advised to show a need from the citizens and highlight the local produce we have to offer.”

The completed petition will be one component of a marketing package that will be sent to key people in at least a dozen different grocery companies. The marketing will also include a map of local farmers, ranchers, growers, and producers of various agricultural products and artisan foods throughout the region. These individuals will also benefit from an increase in sales and the grocer would benefit from lower handling and transportation costs.

“We have found hundreds of [products within a three hours’ drive of Danville](#),” said Teague. “It’s a win-win scenario for all parties involved. A specialty grocery store would bring more jobs and tax revenue to the city of Danville, provide additional healthy grocery options that everyone in the region could enjoy, and our local producers would benefit.”

The deadline to sign the petition is February 19. You may find it at <http://ow.ly/teYQM> or by visiting www.discoverdanville.com and clicking on “Grocery Petition” in the left link menu.

###