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Two Entertainment Concepts to Open in River District

Danville, Va. – Christie Wall today announced that two new entertainment concepts will be locating to the River District. Grizzly’s Axe Throwing and River City Escapes will be opening at 680 Lynn Street.

Axe throwing is a sport that is quickly gaining in popularity across the nation after seeing huge success in Canada. Grizzly’s will be an indoor venue that will be themed as a mountain lodge, complete with stone fireplace, cozy furniture, and wooden décor. Customers will be able to throw axes or hatchets at wooden targets to compete for the highest score. A staff member will be assigned to each team to teach the rules of the game, axe-throwing techniques, and safety requirements. Customers will also be able to enjoy food and beverage service while competing against teammates, along with live entertainment on selected nights.

Escape rooms are also popular entertainment options where teams can assemble in a themed room and will have a limited time work together to solve puzzles to “escape” the room. This family-friendly concept is also popular with many businesses that use escape rooms for team-building exercises for employees. Rooms at River City Escapes will be themed after Alice in Wonderland, the Wreck of the Old 97, and an asylum.

“I’m so excited to be bringing these exhilarating entertainment options to the River District. My husband and I have been looking for unique concepts that would benefit the area, increase tourism and promote social interaction in this new digital age,” said Wall. “From the response we have had so far, I think we made the right decision!”

While developing these concepts, Wall was able to participate in the River District Association’s Dream Launch 2019, which is a six-week entrepreneur boot camp that offered classes such as financial management, building credit, and marketing. At the end of the boot camp, Wall was able to pitch both business concepts in a competition for grant funds. Both concepts were awarded.

"We are extremely excited to welcome River City Escapes and Grizzly's Axe Throwing to the River District," said Diana Schwartz, executive director of the River District Association. "A family entertainment complex will be a wonderful addition to downtown and is expected to generate some great foot traffic into the district from both residents and many new Danville visitors."

Mayor Alonzo Jones also commented that he is excited to see new entertainment option expand into the River District.

"As part of our River District Redevelopment strategy, the City is focused on bringing more lifestyle and entertainment options to the district," said Jones. "Grizzly's Axe Throwing and River City Escapes will not only provide our local residents and businesses with new and unique options for casual entertainment and team building, but both will also help draw visitors into our city from the surrounding region."

Both businesses are expected to open by the summer of 2019.

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