

News Release

River District Association
www.riverdistrictassociation.com



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For Immediate Release

River District welcomes new businesses with ribbon cuttings.

DANVILLE VA – Danville’s River District continues to grow and thrive. In April and May, the River District Association celebrated three new businesses with ribbon cuttings.

Head Up Eyes Forward is a lifestyle brand and store located at 453 Main Street, opened March 23, 2021. Owners Susan and Landon Moss started the brand to honor their son and brother Ryan, a lover of adventure, who lost his life hiking in the mountains of Colorado. “Our goal is to encourage ‘getting out there’ for adventure with a strong emphasis of giving back to the community. HEAD UP. EYES FORWARD will donate 10% of the profits to charities every year”.

Blue Moon Tattoo opened in early April at 401 Bridge Street, Suite 200. Blue Moon Tattoo is owned and operated by Jessica South, who has been a tattoo artist for 23 years. After exploring the River District things fell into place to move her business downtown. Jessica says “We pride ourselves on a clean, friendly, licensed facility. We want you to be safe and happy with the finished result.” When giving advice to those dreaming of owning their own business she says “Spend some time in the area you think you want to be. Spend some time and money with other local business owners in the area. The friendships and shared experiences can be priceless. Find something you are passionate about.”

Impotters Clayworx located at 406 Lynn Street is owned by Lori and Berkely Bidgood, who opened their River District location on May 1, 2021. Impotters Clayworx been operating from home and offering classes at Main Street Art Collective and River District Artisans for several years. Lori began doing pottery after deciding to shift away from a desk job, and the business grew to selling pieces locally, and offering classes at River District Artisans, and Main Street Art Collective in the River District. The logical next step was to have a studio in the River District to create her own pottery pieces to sell and offer classes and open studio time for those in the region interested in doing or learning pottery.

"We are extremely grateful for the new businesses that choose to locate in our beautiful Downtown Danville" said Diana Schwartz, Executive Director of the River District Association. "They could locate anywhere they choose, and we are thrilled they want to be part of the revitalization of the River District. We look forward to supporting and serving all the new and existing merchants in any way we can. A healthy business mix is essential for our community, and we want to remind everyone to continue to shop local and support these endeavors so they can continue to provide unique and personal experiences that you can't find anywhere else".

The River District Association was organized in 1999 as the Downtown Danville Association. In May 2015, the organization was renamed the River District Association to complement the City’s River District brand and is an accredited Virginia and National Main Street Community. The office is currently located at 208 N. Union Street, Danville, VA.

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