

City of Danville, Virginia
Office of Economic Development

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Contact: Corrie Teague, 434-793-1753

Contest Winners Announced for Commercial Space at The Continental

Danville, Va. – The development team of Danville River District Lofts and the Danville Office of Economic Development today announced the winner of the contest at 610 Craghead St. This contest was established to fill the commercial area of The Continental – a 40 two-bedroom unit residential project.

Bonnie and John Hale plan to open Brewed Awakening in August in this space. The restaurant will operate Tuesday through Saturday from 7 a.m. until 7 p.m. and will offer gourmet coffees, fresh baked goods, ice cream and menu options for breakfast, lunch and dinner. The Hales also plan to offer special events, such as wine tastings, live music, book signings and more.

This 1,700 square-foot space is under construction. Once completed, the restaurant will have an indoor dining area, coffee bar, ice cream stand and outdoor patio.

“We are excited to be a part of the redevelopment of the River District,” said Mrs. Hale. “This is an amazing opportunity to expand our business and grow with the city of Danville.”

Having previously worked as a reporter in Danville, Mr. Hale added, “The business community of Danville taught me so much when I worked as the business reporter at the Danville Register and Bee. I’m pleased to return with the fruits of that knowledge – with my wife and I as a team.”

The developers of The Continental partnered with the Danville Office of Economic Development to launch the business competition earlier this year. The winner would receive a combination of free rent and reduced rent over a three-year period from the building owners, as well as a grant provided by the City.

"We are truly excited that John and Bonnie have chosen Danville's River District as the home for their next venture," said Ross Fickenschner, developer of Danville River District Lofts. "We believe that Brewed Awakening will serve as the perfect complement to Danville River District Lofts' newest residential development: The Continental."

Corrie Teague, assistant director of the Danville Office of Economic Development, agreed. “Out of multiple entries for this competition, we felt that Bonnie and John’s business concept would be a great fit for The Continental and for the River District,” Teague said. “With over 10 years of restaurant experience, we are certain that they will find success in Danville.”

For more information about this restaurant, contact the Hales at (276) 656-3800. The Danville River District Lofts includes The Continental and The Pemberton Lofts projects. For more information about these properties, please visit www.danvillerriverdistrictlofts.com.



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