



News Release

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Cottontail Weddings and Events Opens in River District

Matthew and Shelly Switick, along with City officials, today celebrated the grand opening of the River District's newest event venue, Cottontail Weddings and Events.

Located at 600 Craghead St., this 3,600 square-foot venue maintains historic elements such as the original hardwood floors and beams. The open floor plan provides flexible space for a variety of events, including weddings, receptions and corporate meetings. In addition, the venue offers a large heating kitchen for caterers and a changing room for bridal parties. Large chandeliers and multicolor uplighting were also installed throughout the space.

"My wife, Shelly, grew up in Danville, and when we would visit we would drive by the River District and wish that someone would redevelop the area," said Matthew Switick, owner. "When we decided to go forward with our business, we moved to Raleigh looking for land, but nothing felt right."

Switick added that a family friend and Danville native, Rachel Covington, directed their attention back to Danville.

"It did not take long for us to see the vision that the city had – it was exciting to finally see changes in the River District, and we knew that we wanted to be a part of that," said Switick. "The City of Danville and everyone we have worked with have been beyond helpful and supportive, further solidifying that we made the right choice in setting our roots back home in Danville."

Corrie Teague Bobe, assistant director for the Office of Economic Development, stated that event venues have a direct impact on local businesses.

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“According to statistics, when people travel for an event, they typically stay in that community for 2.4 days,” said Bobe. “While visiting, they stay at local hotels, eat at local restaurants and shop at local retailers. There is a direct, positive impact on our local businesses while they attend their event. With the addition of Cottontail and the other lifestyle concepts in this district, the Dan River region is quickly becoming a destination for visitors.”

Bobe thanked the Switicks for their investment in the River District and added that she was excited to see young entrepreneurs come back and invest in their hometown.

To learn more about Cottontail Weddings and Events, please visit www.cottontailweddings.com.

The Danville Office of Economic Development recruits and retains businesses for the Danville area. The office provides information on available sites and buildings, incentives and other financial resources and offers a website designed for the business community, discoverdanville.com.

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