



## **NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM**

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### **City celebrates Old 97 CrossFit ribbon cutting**

The Danville Office of Economic Development & Tourism (DOEDT), in partnership with the River District Association (RDA), celebrated a ribbon cutting ceremony for local fitness center, Old 97 CrossFit, on August 15.

"Thanks to the amazing support of the community over the past three and a half years, we are proud to be expanding to a new space in Danville's rapidly growing River District," says owner, Josh Francisco. "As someone who was born and raised here, I felt a responsibility to be a part of making our city better rather than sitting back and complaining. We are proud to serve Danville and deliver fitness, nutrition, and accountability to anyone seeking to improve their quality of life."

In April of 2024, Old 97 CrossFit relocated to 416 Lynn Street, Danville, to accommodate a growing business model and increase its capacity for new members. The fitness center currently has 120 members, an increase from 50 members in 2020.

"Today, we celebrate more than just the ribbon cutting for Old 97 CrossFit; we mark a new chapter of health and community right here in our River District," said Mayor Alonzo Jones. "This gym stands as a testament to fostering wellness and camaraderie in our beloved city. Congratulations to Old 97 CrossFit on this exciting venture, and here's to a future of sustainable, healthier lifestyles."

Meeting the prerequisites of a capital investment and documented improvement costs, Old 97 CrossFit was awarded a \$13,000 grant from the DOEDT to promote the revitalization of Danville's downtown.

"The Danville Office of Economic Development & Tourism is thrilled to be a part of this exciting day in the River District's history, as we celebrate the expansion of Old 97 CrossFit," said DOEDT Assistant Director, Kelvin Perry. "Our office is dedicated to supporting our small businesses and

setting them on a path to success. Through a partnership with the River District Association, our office can more effectively foster an environment in which all businesses thrive and feel at home.”

The RDA awarded an additional \$5,000 through the RDA Façade Improvement Grant to renovate the building’s garage door that access the fitness center.

“It is exciting to see Old 97 CrossFit growing and expanding into their new location at 416 Lynn Street, and we are thrilled that we were able to provide assistance through our Façade Grant Program,” says Diana Schwartz, RDA CEO. “The success of the River District business community depends on these small businesses who have the passion and willingness to bring something new to our downtown, and in this case, to make significant investments into property ownership as well. It is hard to believe that the first ribbon cutting for Old 97 was three years ago and we are thrilled to celebrate their move to a new and improved space.”

Following a nationwide mode, Old 97 CrossFit is a licensed gym that offers nutrition, fitness, and yoga classes from certified staff. The fitness center also hosts “Friday Night Lights,” an evening of competition to fundraise donations for a local cause or charity, and produces a podcast that discusses workouts, strategies, and nutrition tips with gym members. Click here to learn more: <https://www.rcfdva.com/old-97-crossfit>.

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#### **About the Danville Office of Economic Development & Tourism**

The Danville Office of Economic Development & Tourism 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: [www.discoverdanville.com](http://www.discoverdanville.com).

#### **About the River District Association**

The River District Association (RDA), formerly Downtown Danville Association, was formed in 1999 to coordinate efforts to revitalize the downtown Danville, Virginia community, now called the River District. Since 2016, RDA and the City of Danville have enjoyed accredited status under the National and Virginia Main Street Programs; the program and accreditation are recognized nationally as one of the most successful formulas for downtown revitalization.