



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

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### **City celebrates Revive Nutrition ribbon cutting**

The Danville Office of Economic Development & Tourism (DOEDT), in partnership with the River District Association (RDA), celebrated a ribbon cutting ceremony for Revive Nutrition, a local smoothie, energy drink, and juice bar, on Monday, December 2.

Located at 208 North Union Street, Suite 100, Danville, Revive Nutrition is a health-focused business committed to empowering individuals with the knowledge of proper nutrition and providing meal replacement shakes and loaded teas, crafted by parent company, Herbalife Nutrition.

"I am thrilled to celebrate the official ribbon cutting ceremony for Revive Nutrition in Danville's River District," said Christine Eanes, owner of Revive Nutrition. "At Revive Nutrition, we are dedicated to empowering community members to make healthier decisions. This storefront will only further our mission and help us to reach more residents and visitors."

This property, which boasts 488 square feet, is owned by the Industrial Development Authority of Danville, which works to promote and facilitate redevelopment in the River District. The property is also managed by the DOEDT, which strives to support small businesses throughout Danville by offering relevant programming, awarding funding to eligible sites, and equipping business owners with the tools and resources for long-term success.

"Small businesses propel our economy forward, improve the quality of life for our residents and visitors, and truly bring our city to life," says DOEDT Project Manager, Samantha Bagbey. "I am looking forward to working with Revive Nutrition as they provide high quality products to our vibrant downtown."

"Revive Nutrition offers an entirely new product to the River District business community, and we are thrilled that they have decided to locate on North Union Street," said Diana Schwartz, CEO of the RDA. "We are excited to see another great reason for our community to visit downtown, and

a good opportunity to remind everyone that in order to have a strong business community, it is imperative that we continue to support local by shopping local."

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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.