

News Release

River District Association

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For Immediate Release

River District Association announces new mobile app for Downtown Danville Distrx App links Danville to hundreds of other communities virtually

DANVILLE VA –The River Districts Association (RDA) is pleased to announce the River District Downtown App, Distrx. Distrx will be launched and ready for download in early March 2021. Distrx is a mobile app that is part of a nationwide network of Main Street districts and will provide both visitors and residents of the Danville area with a directory of downtown businesses, parking information, walking tours, a calendar of downtown events, and updated COVID protocols.

The Distrx app allows local businesses to keep contact information, business hours, websites, promotions, and coupons they offer updated in real time. All businesses that participate will also be included in the Distrx search engine optimized website: <https://distrx.com/districts/1457-danville-river-district-danville>. New districts are being added regularly, so mobile users throughout Virginia and across the country will be able to see information about Danville's River District. In addition, those that download the app will be able to use it in participating districts throughout the nation with no additional downloads needed. The app and additional functionality are provided by the River District Association and is available at no cost to all businesses located within Danville's River District.

With so many people looking for free, family friendly recreation that also accommodates social distancing protocols, RDA recognized Distrx as a way to create fun and informative walking tours of the River District that can be updated on a regular basis. RDA is currently working with local partners to finalize a series of walking tours, including a Civil Rights Tour, an Art and Sculpture Tour, and a Downtown Revitalization Tour. More tours will be added as they are developed. In addition, it will assist visitors and guests with parking, directions, and events that take place in the district.

The River District Downtown App will be launched on March 6th, 2021 with a scavenger hunt "apptivity" for the community, "You Otter be in the River District." Participants will need to download the app and click on the "contest" section. They will then be directed to follow clues or answer riddles to find all the stops. Those that complete the scavenger hunt be entered to win Danville themed prizes.

"Printed visitors guides are expensive to produce and become outdated almost immediately, and we wanted to find a fresh new way to communicate all there is to do and see in the River District in a fun and accessible format." said Diana Schwartz, Executive Director of the River District Association, "With the ongoing pandemic, it is essential that businesses can communicate any updates to safety protocols quickly and easily. Distrx also allows us to provide fun apptivities and walking tours to highlight our rich culture and history while addressing more practical needs for anyone coming downtown."

The Distrx app is available to download on Apple and Android devices on the Apple Store, and Google Play App Store. There is no cost to download the app.

If you are a River District business interested in creating a listing or would like additional information about Distrx or the River District Association, please contact kirsten@riverdistrictassociation.com, or 434-791-0210.

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