

## **New Business Opens in Alleghany Highlands Community**

*Highlands Cleaners Dry Cleaning opens June 18 in Clifton Forge*

David Mays, a Staunton, VA native and graduate of Virginia Tech will open a dry cleaning business at 601 Main Street in Clifton Forge on June 18.

Highlands Cleaners will offer a full slate of dry cleaning and laundry services including dry cleaning of all clothing types (pants, shirts, suits, coats) in addition to wedding dresses. Highlands Cleaners will also clean leather, rugs, household items such as comforters and drapes and offer special services such as a wash-and-fold laundry and fire restoration cleaning.

Mays, who lives in Roanoke with his wife, Anne and 14-year old daughter, Ashley is president of WDM Ventures, Inc. He was a Senior Leader with the Allstate Insurance Company for 27 years and recently moved to Roanoke from Chicago where he purchased four dry cleaning companies in the Roanoke Valley and merged them together as WDM Ventures, Inc.

Highlands Cleaners will be located next to the Clifton Forge Town Hall and will offer service with Monday through Friday hours of operation. Depending on demand, Saturday hours are a possibility.

Mays said, “We are so excited to bring our quality dry cleaning services to the town of Clifton Forge and the neighboring Alleghany Highlands area. We look forward to establishing strong ties within the community and each of our new customers have my personal commitment that Highlands Cleaners will do everything possible to exceed your expectations. We are very thankful for the opportunity to build this new partnership!”

A dry cleaning establishment has topped the list of nice-to-have businesses in this area so when an article appeared in the Roanoke Times on WDM Ventures, Inc., the Town reached out to Mr. Mays with the offer to use the Town’s incubator space at 601 Main Street. The Town Council at the suggestion of the Town Manager has been offering Town-owned property to small businesses with the hope of attracting new businesses that would take advantage of the short-term lease and small spaces offered, become profitable and eventually relocate to a larger area in town. Town Manager, Darlene Burcham states, “Many start-up businesses are looking for an alternative to long leases without a lot of initial investment to test the waters to see if their business model can be successful. One of our success stories in Clifton Forge is Artisan Guilde & Upper Cuts on Ridgeway which will be a year old in September. Our goal is to give new businesses a chance. The Town also profits because improvements are often made to the space at no expense to the Town.”

Highland Cleaners will celebrate its ribbon cutting and Grand Opening on June 18 as it opens its doors to new customers in the Highlands Community.

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