

**FOR IMMEDIATE RELEASE:**

Announcement of Drug Store Closing Prompts Avoca Main Street, Inc. Ad Hoc Committee

*Avoca, Iowa – January 6, 2016* – Many residents of Avoca, Iowa, and nearby communities were shocked to receive a letter in the mail indicating their pharmaceutical services would be switching to another provider. Carley Drug, a storefront occupying Avoca Main Street for over 45 years, is closing January 29, 2016.

Many residents immediately reached out to Ronda Holst, longtime Carley Drug employee. Holst has been the person behind the desk answering questions, offering a smile, and generally being a part of what made Carley Drug not only an essential service, but a charming small community drug store.

“I will do whatever it takes to fix this,” says Holst. “I feel so horrible for our town and surrounding communities.” Ronda is prepared to serve on an ad hoc committee of Avoca Main Street, Inc. to maintain pharmacy services within Avoca. “I have been losing sleep,” continues Holst. “I don’t count sheep, I count the people that walked through our doors and depend upon our services.”

Terry Carley, founder of Carley Drug, is also going to assist on the ad hoc committee. Carley sold the business last year in order to retire. “I feel really bad for the people,” says Carley. “This was not supposed to happen, and it was supposed to be part of the sale of the business that it remain open. It has been one of the main places on Main Street, a reliable institution.”

Clint Fichter, chair of the Avoca Main Street, Inc. Organization Committee and City Manager, knows that dismay and shock cannot be the only response. “When a major business such as a pharmacy closes its doors, it is our priority as a City and as a Main Street Organization to find a replacement for those essential services,” says Fichter. “This ad hoc committee will provide the industry expertise we need to remedy this community loss.”

The Mission of the Avoca Main Street is to sustain our downtown district as the economic, cultural, and social center of our community by utilizing the four point approach of the National Main Street Trust.

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