

Published September 2nd, 2009

## business briefs



Photo Sophie Braccini

### Longs Drugs Becomes CVS

3625 Mt Diablo Blvd, Lafayette; 50 Moraga Way, Orinda;  
580 Moraga Rd, Moraga

All traces of the 70-year old Longs' Drugs company have been erased from the local stores as new owner CVS remodeled them over the summer, sometimes unsettling customers who wouldn't find things they were looking for in the places they used to find them. The move is the result of the purchase of Longs' 521 Drug Stores by CVS Caremark Corp. last October for \$2.7 billion. The change in decor, from carpet to store plan, are not the only changes. CVS brings to the plate its place as #1 in prescription drugs, and customers have already noticed changes in the generics. The challenge for the new corporation will be manage a network of stores on average 38% larger and carrying more food and general items than typical CVS stores do. This may be the reason why the local management, which has not been changed, has maintained some of the product choices they had established to meet the needs of their constituency.

### Curves Offers a Week of Healthy Fun to the Community 594-A Moraga Road, Moraga

Tara and Dave Reynolds, owners of Moraga Curves, have moved their facility to the stand-alone building in the Rheem Shopping Center located across from Home Goods. They have planned a week of events between September 12 and 19 where all the community is invited, Curves members or not. "We will have different activities planned in partnership with other local businesses," explains Reynolds. On September 12 the first event is offered from 8 a.m. to 12 p.m. in partnership with Ravi Singh, owner of Rheem Valley Automotive. Singh will demonstrate preventative maintenance for cars, while Curves will inform on weigh management and preventative health care. On Wednesday the 16th from 4 to 6 p.m., the theme will be "healthy you, healthy environment", with a consultant, an architect, an energy conservation specialist who will give advice on what can be done around the home. For a detailed program go to [www.curvesofmoraga.com](http://www.curvesofmoraga.com), or call 376- 0110.

### Lori's Swim and Sun 552 Center St., Moraga

Business owner Lori Stubblefield has operated her Rheem Center business for 13 years under the name Lori's Perfect Tan, but now she wants a name that better reflects the reality of her business: Lori's Swim and Sun. "We continue to offer tanning service, but we have such a choice in sun related apparel that we wanted our name to reflect it," she said.

### Knox Restaurant & Bar For Sale

Knox, on Mt Diablo Blvd in Lafayette, has closed for financial reasons.

### News from the Three Chambers of Commerce

#### Lafayette

Shop Lafayette Working Group on Tuesday, Sept. 8 at 12:30 p.m. in the Lafayette Chamber Conference Room

Monthly Mixer on Wednesday, September 9 at 5:30 p.m. at Creekside Partners, 985 Moraga Road #205

Lafayette Art & Wine Festival on Saturday, September 19 and Sunday, September 20 in Downtown Lafayette Moraga

Chamber meeting on Friday, September 25, 7:30 a.m. at the Hacienda de las Flores

#### Orinda

Chamber Mixer on Thursday September 10th from 5:30 to 7:00 p.m. featuring a preview vignette of "Harvey"

by The Starlight Village Theater players. Meet at the Outdoor Amphitheatre, Orinda Community Park 26 Orinda Way, Orinda (across the street from Rite Aid). Just look for the balloons to guide you. Free admission.

Orinda Restaurant Tour Tuesday, September 29, from 5:00 to 8:30 p.m.

The event benefits the Orinda Schools and the Chamber.

[www.orindachamber.org/OrindaRestaurantTour2009.htm](http://www.orindachamber.org/OrindaRestaurantTour2009.htm)

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