**« (Director Note)**

**STORY SLUG/ Whatever store change VSV »**

**« ( BREANNA / 1 Shot / Cam 1 ) »**

A group of store owners in a Memphis neighborhood are forced to move elsewhere to keep from losing their businesses.

**« Take VO Runs.. :22 »**

The “WHATEVER” head shop located on the corner of Highland and Southern is one of a few stores that is being forced to move or go out of business due to the Highland Row development.

The store has been at this location for over 40 years and has earned letters of appreciation for being a strong contributor to the community.

**« Compix Locator - CG#: $$$$**

**University of Memphis Area »**

**« Compix Name Super CG#: $$$$**

**Gary Geiser /Strore Owner »**

**« Take SOT Runs.. 0:15 ..middle of December"**

**"[ We've always been the best shop in town. They are tearing this store down to make a McDonalds, so we're moving to the Highland strip. We are going to be open February, the end of February. And the new store opens in the middle of December ]" »**

The owner has tried to renew the lease but didn't have any luck because the whole development will be bought by a different company that plans to replace these buildings with new ones.

Unlike other stores on Highland, this store will be able to relocate instead of shut down for good.