



# ORVIS®



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## Orvis Announces Free Clinics for Spring 2015

Visit [www.orvis.com/flyfishing101](http://www.orvis.com/flyfishing101) to register. Classes Available Nationwide

SUNDERLAND, VT (Spring 2015) – From April through June, Orvis will again offer their popular **free fly fishing lessons** nationwide through Orvis retail stores and participating dealers. Now in its sixth year, Orvis has introduced more than 50,000 new people to the joys of fly fishing with these free clinics since 2010. Fly Fishing 101 provides a unique opportunity for people of all ages to learn more about the sport. A list of locations and dates for the 2015 classes can be found at [www.orvis.com/flyfishing101](http://www.orvis.com/flyfishing101), and **each class is complimentary to the public.**



“The continued demand for Fly Fishing 101 is extremely exciting,” explains Tom Rosenbauer, Marketing Director of The Orvis Company. “Each year thousands of people of all ages and walks of life are coming to these classes and learning the joys of this timeless sporting tradition. Our goal is simple – fly fishing provides serenity, challenge and an opportunity to enjoy the outdoors with family and friends. We want to share this with people across the country. Folks all over the United States are extremely appreciative of this opportunity and the classes are specifically designed for beginners, with more advanced second and third sessions available.”

The Orvis Company and Trout Unlimited have again joined forces in 2015 for the Fly Fishing class series. [Check out the Fly Fishing 101 video here.](#)



### Fly Fishing 101/201 Highlights

101 classes concentrate on the two skills that intimidate most newcomers to the sport – knots and casting. The 101 course will consist of two parts – one hour of casting instruction and one hour of rigging. Most participants are true beginners so keeping the focus on learning these basic skills is the best place to start.

FF 201 classes are done on the water, with a lower instructor/student ratio and the goal is for students to catch fish close to home. 201 class itineraries will vary by location. However, the main thrust of the 201 course is getting

those interested in taking the next step in fly fishing on the water at a local location where they have a great chance at catching their first fish. Private water, local bass/bluegill ponds or recently stocked rivers and creeks are used.



This year FF 301 classes will be offered for those who have already attended a Fly Fishing 101 or 201 class (or have some casting experience). These classes are held on the water and involve more fishing time and more one-to-one instruction under actual fishing conditions. A minimal charge may apply for some of these courses.



**Special Offers**  
Upon completion of the course, you will receive special in-store offers valid toward purchase of Orvis products. Additionally, each group attendee will receive a certificate for a FREE Trout Unlimited membership - a \$35 value.

### Fly Fishing Event Dates (check with your local store for time/location):

FLY FISHING 101		
APRIL 25	MAY 16	JUNE 6
MAY 2	MAY 23	JUNE 13
MAY 9	MAY 30	JUNE 20
FLY FISHING 201		
MAY 17	MAY 24	JUNE 14

Visit [www.orvis.com/flyfishing101](http://www.orvis.com/flyfishing101) for a full listing of participating stores/dealers.

### About The Orvis Company

Founded in 1856, Orvis pioneered the mail order industry in the United States, operates more than 80 retail stores in the U.S. and the U.K. including its Flagship store in Manchester, VT; and maintains a network of over 400 dealers worldwide. Orvis donates five percent of pre-tax profits each year to protecting nature. You can read more about Orvis on their website at [www.orvis.com](http://www.orvis.com).

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