



SNAKE RIVER SPORTING CLUB AND ORVIS ANNOUNCE NEW FLY FISHING SCHOOL PARTNERSHIP

Orvis School Will Be First In Wyoming and Continues to Enhance Club Experience

December 19, 2014 (Jackson Hole, WY) – [Snake River Sporting Club](#), Jackson Hole’s premier private club and residential sporting community, is partnering with [Orvis](#) and [Jackson Hole Fly Fishing School](#) to host the newly launched Orvis Fly Fishing School – Jackson Hole, the renowned outfitters first such school in Wyoming. A series of 10 two-day intensive classes, combining classroom programming and “on-stream” instruction led by Orvis Fly Fishing Instructor Spencer Morton, will be open to fly fishing enthusiasts from around the globe.

Starting in July, the two-day courses run throughout Summer and Fall 2015 offering an in-depth exploration of fly fishing fundamentals and techniques, including tying essential knots, choosing gear and tackle, proper fly selection, reading water and currents and general entomology. Taking advantage of the Club’s premier and private access to six miles of Blue-Ribbon fishing on the Snake River, each student will receive an exclusive hands-on lesson with personalized attention from an expert instructor, for both beginner and expert levels. Pricing is \$489.00 per student and includes use of top-notch fly fishing equipment and meals at the Snake River Sporting Club’s Clubhouse. A full schedule of school dates is available at www.orvis.com/schools.

“Jackson Hole is a hot-bed for fly fishing,” says Scott McEnaney, Orvis’ Eastern endorsed operations director. “This is Orvis’ first foray into Wyoming and we identified two great partners in Jackson Hole Fly Fishing School and Snake River Sporting Club. We are excited to host the schools at the Sporting Club—it’s the ideal location for our newest outlet.”

Just one year after reopening, Snake River Sporting Club thrives as Wyoming’s foremost outdoor adventure playground, following a multi-million dollar reinvestment plan by new ownership group, Atlanta-based Cygnus Capital. The Club now has more than 175 members who can enjoy a variety of new and updated amenities, including the completed 26,000 sq. ft. Clubhouse facility, restored Tom Weiskopf championship golf course, new Equestrian Center and a variety of outdoor sporting activities such as 3D archery, hiking, biking, boating, Frisbee golf and more. A collection of turnkey luxury cabins was completed in summer 2014 and sold within four months of hitting the market, resulting in current construction of additional real estate, per member demand.

The continued revitalization of the Club filters back into the greater Jackson Hole community. One percent of annual real estate sales are donated to the Teton Education Foundation, with a total of \$683,000 donated to the local organization to date. “Reinvesting back to Jackson Hole is very important to us,” says Jeff Heilbrun, general manager and chief operating officer of Snake River Sporting Club. “The partnership with Orvis is another way can serve the community, and we are proud to help bring these world-class schools to Jackson Hole and welcome a host of fishing enthusiasts in 2015.”

To enroll in the Orvis Fly Fishing School – Jackson Hole, please visit www.orvis.com/schools or call (866) 531-6213. For more information on Snake River Sporting Club, please visit www.snakeriversportingclub.com or call (307) 200-3114.

About Snake River Sporting Club:

Located just south of the confluence of the Snake and Hoback rivers, Snake River Sporting Club provides a comprehensive Jackson Hole experience within a private club environment. Situated on 800-acres of verdant topography, the Club and Ranch embrace natural surroundings and celebrate the beauty and ruggedness of the wilderness. The four season residential community and private club offers world class golf on a Tom Weiskopf-designed championship course, fly fishing along the famed Snake River, hiking trails to be traveled by foot or mountain bike, equestrian facilities, archery and shooting clays, children’s programs and more. In the winter, residents and club members enjoy snowshoeing, ice skating, cross country skiing, as well as private Après ski and valet service at Jackson Hole Mountain Resort. www.snakeriversportingclub.com

About Orvis Schools:

Learn to fly fish, or simply hone your skills, with the world's best fly-fishing instructors.. Enjoy a specialty fly-fishing school in a new locale and pursue a species you've only dreamed of. Whatever your outdoor pursuit, level of expertise, or physical location, Orvis has a school ready for you. From the rivers of Montana, to the tropic sun of Key Largo, to the green splendor of Vermont's Green Mountains, our collection of schools spans the country and stands ready to take your outdoor experience and knowledge to the next level.

About Orvis

Founded in 1856, Orvis pioneered the mail order industry in the United States. It now operates multiple catalog titles, three websites, more than 80 retail stores in the U.S. and the U.K. including its Flagship Store in Manchester, Vermont, and serves a network of over 400 authorized dealers worldwide. The oldest continuously operated catalog company in the country, Orvis provides authentic products, knowledge and experiences that define and enhance the distinctive country lifestyle and sporting traditions, with unsurpassed innovation and expertise in fly-fishing and wingshooting. A leading corporate steward for the environment, Orvis contributes 5% of pre-tax profits every year to protect nature, support communities and advance canine health and well-being. The company’s international headquarters for its mail order, e-commerce, retail, and wholesale businesses are in Manchester, Vermont.

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