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## **Orvis Store in Birmingham Helps Black Warrior Riverkeeper Protect Local Waters**

Birmingham, AL (October 30, 2014) – On behalf of its Birmingham Retail Store, The Orvis Company, Inc. has made a \$2,500 grant to the Black Warrior Riverkeeper. The grant supports the non-profit organization's mission to protect and restore Alabama's Black Warrior River and its tributaries. Black Warrior Riverkeeper was also the recipient of the proceeds from the recent Grand Opening of the new [Orvis Birmingham](#) location at The Summit.

Orvis recently designated Black Warrior Riverkeeper a [Conservation Partner](#), and joined their [Shepherd Bend Mine Opposition Coalition](#), a collection of over 130 corporate, non-profit, government and scholastic groups urging the University of Alabama to stop a proposed coal mine from polluting a major source of drinking water for the greater Birmingham area. For more information about this and other issues affecting local water quality, visit [BlackWarriorRiver.org](#).

"Orvis has done so much worldwide to promote outdoor recreation, a multi-billion dollar industry here in Alabama," said Charles Scribner, Executive Director of Black Warrior Riverkeeper. "We are grateful to have their financial support as well as their help with recreation and advocacy".

Orvis Manager Mary Ellen McGlothlin said, "The mission of Black Warrior Riverkeeper is right in line with Orvis' commitment to protecting nature and promoting outdoor recreation. We are pleased to celebrate such a conscientious steward of our natural resources".

Surrounded by Orvis colleagues, McGlothlin presented the grant to Scribner in this Dry Fly Media picture: [http://blackwarriorriver.org/wp-content/uploads/2014/10/OrvisBHM\\_BWRK.jpg](http://blackwarriorriver.org/wp-content/uploads/2014/10/OrvisBHM_BWRK.jpg)

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. The oldest continuously operating catalog company in the country, Orvis is the premier outfitter of outdoor adventures. A leading corporate steward for the environment, Orvis contributes 5% of its pre-tax profits to protect nature, support communities and advance canine health and well-being. Learn more at [www.orvis.com](http://www.orvis.com).