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Orvis Birmingham Helping Black Warrior Riverkeeper with September Giveback Days

BIRMINGHAM, Ala. — Orvis will revive its longstanding support of conservation efforts through “Giveback Days” this September. Black Warrior Riverkeeper, a nonprofit clean water advocacy organization, will receive customer donations gathered at [The Summit’s Orvis store](#) throughout September. Each customer will receive one \$10 Orvis Savings Card if they donate \$10 or more.

“We are so excited to partner with Black Warrior Riverkeeper once again,” said Josh Simon, interim store manager at Orvis Birmingham. “The work they do is not only inspiring, but vital to the preservation of a huge river system.”

Orvis is an American family-owned business specializing in fly fishing, hunting and sporting goods. The oldest mail-order retailer in the United States, Orvis operates over 80 stores in the U.S. and the U.K. Orvis Birmingham is located at 305 Summit Boulevard, Birmingham, AL 35243. Store Hours are Monday through Saturday 11-6, Sunday 12-4.

“We have been a proud [Conservation Partner of Orvis](#) ever since they opened a Birmingham store,” said Charles Scribner, executive director of Black Warrior Riverkeeper. “It is exciting to enhance our Orvis partnership again through Giveback Days for the sake of cleaner water and better fishing.”

The synergy is natural between Black Warrior Riverkeeper, an avid [defender of fishing enthusiasts](#), and Orvis, the world leader in fly fishing. Orvis Birmingham has supported Black Warrior Riverkeeper at its store’s [Grand Opening in 2014](#), with its [corporate grants](#) program, in an innovative partnership with James Beard Award-winning [chef Chris Hastings](#), and through fishing lessons at Riverkeeper events.

“If we are to benefit from the use of our natural resources, we must be willing to act to preserve them,” said Perk Perkins, chief executive officer, The Orvis Company.

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About [Black Warrior Riverkeeper](#): Our mission is to protect and restore the Black Warrior River and its tributaries. The citizen-based nonprofit organization promotes clean water for the sake of public health, recreation and wildlife habitat throughout the Black Warrior River watershed.

About [The Orvis Company](#): Founded in 1856, we believe the most meaningful experiences are created by sharing the love of nature and being inspired by its endless possibilities. Orvis pioneered the mail order industry in the United States, operates more than 80 retail stores in the U.S and the U.K., and maintains a network of over 400 dealers worldwide as a trusted source of discovery and adventure in the natural world. We promise to open the door to extraordinary outdoor experiences, and to protect nature by committing 5% of our pretax profits each year to conservation efforts worldwide.