
Subject: : Gear Talk

Topic: : The Evening Rise Flyshop - Lancaster, PA

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Corporate fly fishing still sucks, but I hate to really good flyshops close.... No I'm not a hypocrite for saying this cuz the Evening Rise was MY absolute favorite flyshop! Yes, it's true! The rumors have been circulating for about 2 weeks that The Evening Rise in Lancaster, PA is closing their doors 7/31. But the terrible email came to my in-box this morning (see below) How sad is this?

One of the best places I've ever shopped. PERIOD! They would be happy to mail order anything to me... when I called them about buying ALL the Gudebrod thread they had in stock... (when Gudebrod went out of business) they were happy to stay on the phone and tell me all the colors and styles they had. And then shipped all 24 spools of thread I purchased for FREE! When my reel broke when fishing in Lancaster last year... (I didn't even buy the reel at their store) they GAVE me a loaner so my fishing wasn't kaput and offered to fix my reel within 24 hours!!! Heck, I only came in their store once a year while on vacation but Bev ALWAYS remembered my name!!!

ther shop associates would answer all my ignorant questions about LanCo. fishing, give me directions to all the worthy trout and bassy areas to fish and even draw me a MAP!! Other store associates would even sit down at a bench and offer to show me how to tie local patterns so I had the right flies!! The customer service I received in this store was the BENCHMARK for all other store to follow (in my book). Their markup on stuff was never even the 500% I'm used to seeing in other stores. There were a full line dealer in so many brands.... y'know how in most Orvis stores they fill 1/2 the store with that trendy clothing line and home goods dog bed #OOPS#??? Not the evening rise... they stuck to FLYFISHING gear and not "Northern Maine Wine Fest Cargo Pants and Sailing shirts". I truly am sad to see them close.

The state of flyfishing retail shops is terrible... I have been a long-time customer of this shop. I'm tempted to drive down for the "preferred customer" sale. However, I will be in Lancaster from 6/20 to 6/24 so I know I'll be stopping in then to see what kind of deals I can get.

Dear Local Customer and Friend,

A Huge Store Closing Sale will begin immediately to liquidate every single item of merchandise in our store to

include Fly Rods, Fly Reels, Fly Lines, Leaders, Backing, Tippet, Waders, Wading Boots, Fly Tying Tools, Books, Materials, Clothing, Headwear, Rainwear, Soft Goods, Accessories and more from Famous Makers like Orvis, R. L. Winston Rod Co., Sage Rod Co., Hardy, Rio, Scientific Anglers, Abel Reels, Ross Reels, Waterworks Reels, Dr. Slick Co., Veniard, Mustad, Daiichi, Fishpond and much more.

We are closing our doors forever. All of our merchandise, store fixtures, furniture and equipment must be sold.

You are the first to know. We are extending a special invitation to our local customers and wonderful friends like you to come to our store on Thursday, Friday, Saturday, Sunday, Monday, Tuesday and Wednesday, June 9th through June 15th, one week before we publicly announce this sale in the newspaper.

Only those who receive an invitation are invited. However, feel free to bring a friend or relative who did not receive an invitation as your guest. You will have the First Opportunity to shop and save on our entire inventory before many items are sold out.

Arrive early for the best selection. Our opening is on Thursday, June 9th at 10:00 AM Sharp! We may not have finished placing sale tags on all merchandise. But, if you have your invitation we will extend a Special Discount to you and your guests on any items in the store that have not already been marked down.

Fantastic prizes will be awarded! To get you started toward winning — simply return this invitation to the store on Thursday, June 9th, and you'll receive 1,000 Bonus Prize Dollars just for stopping by! Be sure to visit our contest desk for details and see all the prizes on display.

We have enjoyed serving the Fly Fishing community and cherish your friendship and patronage since opening our original shop in 1985. After careful consideration we have decided to move on to the next phase of our lives. There is much more Fly Fishing to be done! This sale is our way of thanking you for your business and friendship while at the same time accomplishing our goals. We will continue to be involved with the Fly Fishing community in new and different ways. Keep in touch via our web site at www.TheEveningRise.com.

Sincerely,

Nick & Bev DelleDonne, Owners