

**FOR IMMEDIATE RELEASE**

**WATERCOLOR INN & RESORT LURES ANGLERS WITH ORVIS FLY FISHING SCHOOL**

*Two-Day Program Offers First Class Fly Fishing Instruction*

*On Northwest Florida's Stunning Gulf Coast*

**Santa Rosa Beach, FL** (December 15, 2009) – Novice and experienced anglers seeking saltwater and warm water fly fishing will get hooked on WaterColor Inn & Resort's Orvis Fly Fishing School. From learning to set up fly rods to perfecting new casting techniques, the two-day course offered year-round on select Tuesdays/Wednesdays and Saturdays/Sundays is open to participants of all levels.

Home to Old Florida Outfitters and Shallow Water Expeditions, the only Orvis-endorsed outfitters in Northwest Florida, the AAA Four Diamond WaterColor Inn & Resort is the ideal environment for an enjoyable and educational fly fishing experience. Throughout the course, students will learn the Orvis progressive method to fly casting, a time-tested technique of learning to adapt your fly cast to any type of fly fishing. Led by experts, participants will enjoy a small 4:1 student to instructor ratio.

The two-day course kicks off with an overview of the program and classroom presentation on lines, rods and reels. Students receive tutorials on the basic casting stroke, shooting line, false casting and roll cast, then try their hand at their learned techniques through some outdoor practice. Day one concludes with a knot tying seminar and discussion on fly fishing equipment and accessories.

The next morning begins with an informative lesson on fly selection, as well as tips on how to handle, photograph and release fish properly. Students then learn to perform the advanced double haul technique before embarking on an afternoon fishing excursion to local lakes or the Gulf (depending on the time of year and weather conditions), where they will hook fresh and saltwater fish.

The WaterColor Resort Fly Fishing School is offered year-round on select dates in 2010 for \$470 per person. The price includes professional instruction, use of Orvis fly rods and reels, leaders, flies, waders, vests and fishing licenses, as well as lunch both afternoons. Lodging at the resort is additional.

WaterColor Inn & Resort offers guests a variety of other ways to enjoy the outdoors. Amenities include three golf courses, tennis, eco-tours and complimentary bicycle, kayak and canoe rentals to explore the property's rare coastal dune lake and woodland trails. Guests can also unwind at the resort's full service spa or while dining on locally caught seafood at the renowned Fish Out of Water restaurant. Should guests want to practice

their newly acquired skills after the course concludes, the resort offers private fishing options at an additional cost.

For more information on the WaterColor Resort Fly Fishing School, a complete calendar of 2010 dates, and to register for the course, visit [http://www.orvis.com/store/product.aspx?pf\\_id=9C0G](http://www.orvis.com/store/product.aspx?pf_id=9C0G) or call WaterColor Resort's concierge at 850-534-5008. For WaterColor Inn & Resort lodging reservations visit [www.watercolorresort.com](http://www.watercolorresort.com) or call 866-426-2656.

### **About WaterColor Inn & Resort**

Voted one of the "Top 50 Mainland U.S. Resorts" by readers of *Condé Nast Traveler* and "Best Hotel in Florida" by the readers of *Travel + Leisure*, the exclusive 60-room WaterColor Inn & Resort offers luxurious waterfront accommodations, award-winning dining at Fish Out Of Water, a full-service spa, Camp WaterColor for kids and a multitude of recreational activities including three golf courses, tennis, biking, kayaking and fishing. Well-appointed Gulf-view Inn rooms and charming vacation homes are a family favorite and available for rent. Developed by The St. Joe Company, WaterColor is managed by Seattle-based Noble House Hotels & Resorts. For more information about WaterColor, visit [www.watercolorresort.com](http://www.watercolorresort.com) or call (866) 426-2656.

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