

## FLY FISHING SPECIALTY STORE OPENS IN BLOOMFIELD HILLS

Does fly fishing for bonefish in the Seychelles Islands in the Indian Ocean appeal to you? "Where there's fish to be caught, we're going," said Mike Miller, managing partner of Westbank Anglers Michigan, a new Bloomfield Hills-based storefront that caters to the sport of fly-fishing and adventure travel.

Westbank Anglers has personally fished every destination they offer, from Alaska to New Zealand to Chile, said Mike. "We teach our clients about the destinations we represent and whether there are great guides or good food and accommodations. We let them know where they can find exactly what they're looking for, as well as places for great non fishing activities", he added. Non-fishing spouses often tag along to kayak, swim with the dolphins, visit a rain forest or golf while the other one is fishing.

Westbank Anglers can make all the necessary arrangements for your trip and outfit you with everything you need, from fly fishing equipment to clothes for every type of destination we represent. Names like Patagonia, Royal Robbins, Tommy Bahama, Ex-Officio and Woolrich are available for both men and women.

"We have the best selection of products in the industry whether you're a beginner or expert," said Mike, referring to the line of fly fishing tackle from top manufacturers like Sage, Simms, Winston, and Scientific Anglers. "We carry introductory packages for beginners

and packages for the experienced fishermen," said Mike. With over 100 rods and 100 reels from which to choose, fishermen are ready to hit the water.

The staff of experienced men and women are savvy with the sport of fly fishing which creates a comfortable, learning environment where women will feel as comfortable as men, said Mike. "We want every customer to leave feeling as if they've gained something by shopping at our store, maybe it's as simple as learning a new knot or picking up a tip on casting," he added.

Fly casting schools, fly tying schools (beginner, intermediate or advanced) and private clinics will be offered throughout the year. "We plan to do mom and daughter, dad and son or family group sessions," said Mike. Women-only fly tying and fly casting schools are also in the works. A womens-only trip to Jackson Hole, WY is currently being organized.

Westbank Anglers is located at 6612 Telegraph in the Bloomfield Plaza. Store hours are Mon. - Sat. 10 a.m.-7 p.m.; and Sun., 12 p.m.-5 p.m. Call (248) 538-3474 (FISH). Don't forget to ask about the extensive speaker schedule throughout the year or the free outdoor casting demonstrations every Saturday through the fall. To learn more about the company or stores nationwide, visit their website at [www.westbank.com](http://www.westbank.com) and add your name to their email list by sending it to [wbam@mich.com](mailto:wbam@mich.com).

# Westbank Anglers/Michigan is Now Open.

(Great Lakes fish, you have been warned).



The new Westbank Anglers/Michigan offers a huge selection of fly fishing and outdoor gear. From top names like Sage, Winston, Patagonia, Ex Officio, Simms, Scott, Abel, Royal

Robbins and more.

Plus worldwide travel services for anglers and non-anglers to exotic destinations including Alaska, the Bahamas, Mexico, Argentina and Chile, the Seychelles, Costa Rica and more.

We also offer fly casting and fly tying

lessons, as well as guided fishing trips to

the best trout and steelhead

waters in the Great Lakes area.

So stop by our new store

in Bloomfield Plaza. We're open seven days a week.



**BLOOMFIELD PLAZA**  
Telegraph at Maple  
248-538-3474

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Anglers**