

L.L.Bean

Join us for our
**GRAND
OPENING**
Celebration

SEPTEMBER 20-22, 2013



at our newest store at
Freehold Raceway Mall
Freehold, NJ

DAILY PRIZE GIVEAWAYS · FAMILY ACTIVITIES
FREE OUTDOOR CLINICS · NATURE PROGRAMS
FREE ON-WATER KAYAKING COURSES

SPECIAL GIVEAWAYS

FRIDAY
**FREE L.L.BEAN
GIFT CARD**

The first 200 customers will receive an L.L.Bean Gift Card worth up to \$500. Doors open at 9 a.m.*



SATURDAY
WIN A KAYAK PACKAGE

Enter to win one of five kayak packages worth up to \$500.**



SUNDAY
FREE BOAT AND TOTE

The first 100 people through the doors will receive a classic L.L.Bean Boat and Tote®.

ALL WEEKEND
**GUESS THE NUMBER
OF L.L.BEAN BOOTS**

We'll have a giant display filled with our iconic boot—guess the correct number to win free boots for you and your family.**



*Cards will be distributed to the first 200 customers in line at the L.L.Bean store in Freehold, NJ, on September 20, 2013. Values vary between \$10 and \$500. No purchase necessary. Participants must be 18 or older. Visit llbean.com/freehold for details.

**See llbean.com/freehold for terms and conditions.



OPEN 9 A.M.–9:30 P.M.
FRIDAY AND SATURDAY

10 A.M.–7 P.M.
SUNDAY

CONNECT WITH L.L.BEAN



Join us on
[facebook.com/llbean](https://www.facebook.com/llbean)



Follow us on
twitter.com/LLBeanFreehold

Activities and times are subject to change or cancellation without notice. All activities are free unless otherwise noted.

For more information visit:
llbean.com/freehold

L.L.Bean
Freehold, NJ

Friday, SEPTEMBER 20

- 9 a.m. Gift Card Giveaway**
The first 200 customers receive an L.L.Bean gift card worth up to \$500.
- 10 a.m.-4 p.m. Live Birds of Prey**
Courtesy of Talons! A Birds of Prey Experience
A great chance to meet raptors, including ravens, falcons, hawks and owls. Learn about their skills and adaptations, watch the hawk fly through an obstacle course and more.
- 11 a.m. Basic Map and Compass Navigation**
Even in this high-tech GPS era, nothing can replace the value of a compass and paper map. Learn how these two tools can help you find your way in the wilderness.
- Noon Basics of Birding**
Join L.L.Bean experts and see how easy it is to begin birding—you'll learn about basic bird habitat, migration and behavior and the simple tools you'll need to get started in this fun outdoor activity.
- 1-3 p.m. Beach Detective Touch Table**
Courtesy of the New Jersey Academy for Aquatic Sciences
Learn how to interpret clues to identify the fascinating creatures inhabiting New Jersey beaches. Explore live, touchable invertebrates such as sea stars and horseshoe crabs and learn interesting aquatic biofacts.
- 1 p.m. Tying Flies**
Learn about fly-tying equipment and basic tying techniques, then tie your own "Wooly Bugger" fly and take it home with you.
- 2 p.m. Essential Knots for the Outdoors**
How do you rig a rain tarp quickly? What's the best way to tie your boat to the dock? There are a few key knots every outdoorsperson should know—our experts will teach them in this clinic.
- 3 p.m. Camping Essentials**
Come and learn what you need to go camping, why you need it and how to use it.

Saturday, SEPTEMBER 21

- All Day Enter to Win a Kayak Package**
We'll give five packages away, each worth \$500.
- 10 a.m.-4 p.m. Live Birds of Prey**
Courtesy of Talons! A Birds of Prey Experience
A great chance to meet raptors, including ravens, falcons, hawks and owls. Learn about their skills and adaptations, watch the hawk fly through an obstacle course and more.
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- 3 p.m. Camping Essentials**
Come and learn what you need to go camping, why you need it and how to use it.

Sunday, SEPTEMBER 22

- 9 a.m. Boat and Tote Giveaway**
The first 100 people through the doors will receive a classic L.L.Bean Boat and Tote®.
- 10 a.m.-4 p.m. Live Birds of Prey**
Courtesy of Talons! A Birds of Prey Experience
A great chance to meet raptors, including ravens, falcons, hawks and owls. Learn about their skills and adaptations, watch the hawk fly through an obstacle course and more.
- 11 a.m. Basic Map and Compass Navigation**
Even in this high-tech GPS era, nothing can replace the value of a compass and paper map. Learn how these two tools can help you find your way in the wilderness.
- Noon Basics of Birding**
Join L.L.Bean experts and see how easy it is to begin birding—you'll learn about basic bird habitat, migration and behavior and the simple tools you'll need to get started in this fun outdoor activity.
- 1 & 2 p.m. Fur, Feathers and Scales**
Courtesy of the Essex County Turtle Back Zoo
Discover animal coverings in this fun and educational animal program. Visitors can touch and examine fur samples, feathers, shells and sheds. They'll also get to see a live mammal, bird and reptile from the zoo's educational animal collection.
- 1 p.m. Tying Flies**
Learn about fly-tying equipment and basic tying techniques, then tie your own "Wooly Bugger" fly and take it home with you.
- 2 p.m. Essential Knots for the Outdoors**
How do you rig a rain tarp quickly? What's the best way to tie your boat to the dock? There are a few key knots every outdoorsperson should know—our experts will teach them in this clinic.
- 3 p.m. Camping Essentials**
Come and learn what you need to go camping, why you need it and how to use it.

ACTIVITIES HAPPENING ALL WEEKEND



FREE ON-WATER KAYAKING DISCOVERY COURSE

Enjoy a free course taught by our expert instructors during grand opening weekend. This adventure offers a short introductory experience in kayaking—no experience or equipment is required.

Sign up at our store and participate the same day.



MEET L.L. BEAR

11 a.m.-3 p.m.
Stop by and get a bear hug from our friendly mascot.

L.L.BEAN BOOTMOBILE

Bring your camera along for a picture with our L.L.Bean Bootmobile—a mobile version of our iconic L.L.Bean Boot. This unique bio-diesel-fueled vehicle is 13-feet high and over 20-feet long. The L.L.Bean Bootmobile is currently on a national tour, visiting with customers throughout the country and encouraging them to get outdoors.

