

## R2R Newsletter

October '25



# HAPPY FALL!

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Welcome to our second newsletter for email subscribers! A few things to know:

- This is only our second email- let us know what you would like to know!
- We will not spam your email. We won't subject you to our own pet peeves.

## What We're Up To



## R2R Supports Local Fish Clubs

Rivers to Reefs is an aquarium *shop of hobbyists for hobbyists*, and has been involved with Columbus Area Fish Enthusiasts (C.A.F.E.) for years. Recently, David, Jack, Cece, and Travis attended and assisted with the Fall 2025 auction. What a blast! If you've never been, give it a try. We'll continue to share information on fish clubs, their events, and other information from around the Ohio region. First auction? Don't be shy! Someone will lend you a hand and show you the ropes. Here are a few clubs to follow and their websites:

CAFE Columbus Area Fish Enthusiasts <https://www.columbusfishclub.org/>

GCAS Greater Cincinnati Aquarium Society <https://www.gcas.org/>

GPASI Greater Pittsburgh Aquarium Society <https://gpasi.org/>

Medina County Aquarium Society <https://www.mcas.fish/>

We are proud to support these local clubs as they build the hobbyist community. Visit their websites for calendar events and membership information!

## R2R Exceeds 4,300 Facebook Followers

*(Now let's aim for 5K!)*

Welcome to our new customers! We've been working to improve our visibility on social media and appreciate the feedback from new faces who stop by and say hello. \*\* Please interact with our pages and share with your friends if you're so inclined. This will help us to get the word out!

## What's new?

*We'll soon turn 1... but also 11. Business math!*

November 1st will mark the first anniversary of our journey as new owners, while Thanksgiving will mark the 11th anniversary of Rivers to Reefs. We can't thank you enough for stopping by to chat, peruse, and support us in our first year.

## First to Know!

*We have a few special events coming up in October and November!*

- We have a great variety of saltwater and freshwater fish arriving this week from a few new sources. Some of the highlights include a freshwater Moray Eel, *Corydoras semiaquilus*, Black Commerson's Angler, and an El Diablo Jawfish! (Note: availability will depend on our order being filled as requested...).
- Purchase an in-store physical gift card between October 13, 2025, and October 31, 2025, and receive a coupon valid until Thanksgiving!
  - \$50 gift card purchase qualifies for \$5 coupon
  - \$100 and up qualifies for a \$10 coupon per hundred in card value
- Black Friday Sale will return!
  - 10% off dry goods and 25% off livestock
  - November 28th through 30th

We continue to expand our UNS and Aquarium Co-op items that have been in high demand, slowly adding to the menu of available options. Let us know what you're looking for!

## Hobbyists Unite!

The aquarium industry is a global one by design. For this reason, tariffs on international orders have impacted some pricing and availability across the board, though we're navigating the best we can. We work with local hobbyists who breed high-quality fresh and saltwater varieties and typically offer store credit if we have the need and space to fill. We would love to continue to support your hobby and bring in some of our standards and unique offerings. Reach out and let us know what you have!

## Coming Soon- R2R Merch!

We have been experimenting with Rivers to Reefs merch. You may have noticed a few coffee mugs and stickers here and there, which make great additions to a gift card. We will soon have t-shirts, as well as possibly hats and towels. What ideas do you have?

## Aquarium Service Available

Lastly, we have continued to build our service business into the retail shop and have been pleased to welcome new faces into our schedule. Whether you need a one-time visit for consultation, vacation coverage, or are

interested in regular maintenance, just stop in and ask! We can gather some information and offer a quote.



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**Get in Touch**  
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