

2010

★ **ST. CROIX ROD** ★
P R E S S R E L E A S E

PRESS RELEASE
FOR IMMEDIATE RELEASE

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**ST. CROIX'S AVID PEARL RODS ARE DESIGNED FOR
SERIOUS FEMALE ANGLERS**

Park Falls, WI – St. Croix®'s new Avid Pearl series of casting and spinning rods are designed for serious female anglers. They're premium-quality, advanced-performance rods featuring grips designed to fit a woman's smaller hand, decorative pearlescent abalone reel seat inserts and an attractive and durable "Fucia Metallic" finish. With 10 technique- and species-specific actions designed for bass, walleye or panfish, Avid Pearl rods are built on premium high-modulus SC^{III} graphite blanks engineered with Integrated Poly Curve® (IPC®) tooling technology for incredibly lightweight sensitivity – and extreme strength and durability.

Slim-profile ferrules (on two-piece rods) and Alps™ zirconium guides featuring 316 stainless-steel frames help the Avid Pearl rods perform as well as they look. Premium Fuji® reels seats, split-grip handles with select-grade cork and two coats of Flex Coat® slow-cure finish on the wraps round out the most advanced rod series ever developed for women who take their tackle as seriously as their fishing.

Every Avid Pearl rod is protected by a lifetime limited warranty backed by St. Croix Superstar Service. They're all handcrafted in the U.S.A. with retail prices ranging from \$160 to \$190

More...



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About St. Croix Rod

St. Croix Rod is a family-owned manufacturer of high-performance graphite and fiberglass fishing rods headquartered in Park Falls, Wisconsin. The company offers a complete line of premium, American-made fly, spinning and casting rods under their Legend Elite,[®] Legend Ultra,[®] Legend Tournament,[®] Avid Series,[®] Premier,[®] Wild River,[®] Tidemaster[®] and other trademarks through a global distribution network of full-service fishing tackle dealers. The company's mid-priced Triumph,[®] Mojo Bass and Surf, Imperial[®] and St. Croix Rio Santo rods are designed and engineered in Park Falls, Wisconsin and built in a new, state-of-the-art manufacturing facility in Fresnillo, Mexico. Founded in 1948 to manufacture jointed bamboo fishing poles for a Minneapolis hardware store chain, St. Croix has grown to become the largest manufacturer of fishing rods in North America.

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