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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 Legend® Glass...Tackling a Legendary Blank with Modern Technologies

Park Falls, WI – Anglers seek out St. Croix Legend series rods for their design, balance and technology. Today anglers are looking to find the “best tool for the technique” and glass rods have become an important part of their arsenal. St. Croix’s NEW Legend® Glass series answers their needs. These premium 100% linear S-Glass rods utilize IPC® tooling technology, are extremely lightweight and make casting, retrieving and fighting fish...a dream.

In addition to IPC tooling, all Legend Glass rods feature Fuji® K Series Concept Tangle Free guides with Alconite rings and a Kigan hook-keeper. Three of the four models (LGC610MM, LGC72MM & LGC74MM) utilize the Fuji® ECS reel seat while the LGC711HM features the Fuji® PSS-SD palming reel seat providing the comfort anglers seek while fishing deep diving crankbaits.

Legend Glass rods were designed and are handcrafted in Park Falls, Wisconsin. Legend Glass rods retail from \$240 - \$250 and come with a 15-year transferable warranty backed by St. Croix Superstar Service.

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About St. Croix Rod

St. Croix Rod is a family-owned and managed manufacturer of high-performance fishing rods headquartered in Park Falls, Wisconsin with a 68-year heritage of USA manufacturing. Utilizing proprietary technologies, St. Croix controls every step of the rod-making process, from conception and design to manufacturing and inspection, in two company-owned facilities. The company offers a complete line of premium, American-made fly, spinning and casting rods under their Legend Elite,[®] Legend[®] Xtreme, Legend Tournament,[®] Avid Series,[®] Premier,[®] Wild River,[®] Tidemaster,[®] Imperial[®] and other trademarks through a global distribution network of full-service fishing tackle dealers. The company's mid-priced Triumph,[®] Mojo Bass/Musky/Inshore/Surf, Eyecon[®] and Rio Santo series 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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