

2017
ST. CROIX ROD
P R E S S R E L E A S E

PRESS RELEASE
FOR IMMEDIATE RELEASE

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Mojo Ice...Solid Precision Designed Rods for Today's Ice Angler

Park Falls, WI – Ice fishing and the Northwoods...are inseparable. The engineers at St. Croix know through experience what is required to manufacture a quality ice rod. When they decided to add ice rods to the Mojo family...it was understood they have to be of the highest quality while providing an economical solution. Mojo Ice slides onto the ice in October 2016 helping anglers pull panfish to pike from beneath the ice.

Strength and sensitivity are the hallmarks of the precision-taper solid carbon blanks featured on Mojo Ice rods. A custom reel seat developed by hard core ice anglers...who just happen to be St. Croix engineers, securely affix your favorite reel. Match that with lightweight stainless-steel guides and a premium split-grip cork/EVA handle to provide smoothness and comfort unmatched at this price point. The ten models of varying lengths and powers means there is a Mojo Ice model suited for your favorite species.

Designed in Park Falls, Wisconsin and handcrafted in our Fresnillo, Mexico facility, Mojo Ice rods retail for \$50 and will provide years of quality on-ice service. Mojo Ice rods have a 1-year 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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