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

PRESS RELEASE
FOR IMMEDIATE RELEASE

CONTACT: JESSE SIMPKINS
1-800-826-7042
Jesses@stcroixrods.com

St. Croix's Goes Deep – with the NEW Mojo Jig Line of Saltwater Rods

Park Falls, WI – Jigging in a saltwater environment is demanding...of angler and rod. St Croix's NEW Mojo Jig line of saltwater rods has been designed to exceed those demands. These rods have been tested from New England to the Gulf coasts to ensure each rod has the backbone needed to bring those fish up...and the action to make the bait dance...enticing those memory inducing strikes.

Mojo Jig rods feature a proprietary blend of SC^{II} graphite with FRS technology. St. Croix's formula, when matched with ART™ technology produces a lightweight blank that outperforms traditional jig rods...at an unparalleled value. Available in conventional and spinning configurations, each rod is fitted with a Fuji® reel seat and corrosion-resistant Sea Guide guides ensuring anglers fight the fish...not the rod. St. Croix finishes these rods with Kigan hook-keepers and premium EVA handles. Dedication to details mean the guides receive an underwrap providing that extra protection before the two coats of Flex Coat slow-cure finish completes the process. Mojo Jig delivers performance driven rods anglers can afford.

Mojo Jig rods were designed in Park Falls, Wisconsin and are handcrafted in our Fresnillo, Mexico facility. They retail for \$200 and come with a 5-year warranty backed by St. Croix Superstar Service.

More...

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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