

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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**Designed to Tackle Saltwater Species; St. Croix Combines Power,  
Speed and Balance in New Mojo Salt Rods**

**Park Falls, WI** – Whether from a jetty, pier or boat...saltwater anglers never quite know what they may be fighting. What anglers do know is that they can rely on St. Croix Mojo Salt rods to fight and land almost anything that swims the oceans.

Mojo Salt rods feature a proprietary blend of SC<sup>II</sup> graphite with FRS technology and linear S-Glass. Our dynamic formula, when matched with IPC<sup>®</sup> and ART<sup>™</sup> technologies produces a lightweight blank that outperforms other boat rods...at an unparalleled value. That platform is fitted with a Fuji<sup>®</sup> DPSH reel seat and corrosion-resistant Sea Guide boat guides ensuring a secure fighting system. St. Croix finished these rods with a premium EVA handle, and a complimentary gimbal on the medium-heavy & heavy powers. St. Croix's dedication to details mean the guides receive an underwrap providing that extra protection before two coats of Flex Coat slow-cure finish are applied to the rods. Technology, quality components and handcrafted dedication delivers an affordable rod...for hardened saltwater anglers.

Mojo Salt rods were designed in Park Falls, Wisconsin and are handcrafted in our Fresnillo, Mexico facility. These technology-packed rods retail for \$200 - \$220 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,<sup>®</sup> Legend<sup>®</sup> Xtreme, Legend Tournament,<sup>®</sup> Avid Series,<sup>®</sup> Premier,<sup>®</sup> Wild River,<sup>®</sup> Tidemaster,<sup>®</sup> Imperial<sup>®</sup> and other trademarks through a global distribution network of full-service fishing tackle dealers. The company's mid-priced Triumph,<sup>®</sup> Mojo Bass/Musky/Inshore/Surf, Eyecon<sup>®</sup> 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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