

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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## **Taking a Spin in Search of the “Fish of a Thousand Casts”; St. Croix Adds to its Flagship Line of Premier® Musky Rods**

**Park Falls, WI** – You have either witnessed first-hand or seen on TV the frenzy of hooking and landing a trophy musky. The “inner angler” in you wants to join the ranks of the Musky Hunters...but your comfort throwing conventional level wind reels prevents you from entering the fray. St. Croix, world leader in the design and manufacture of quality musky rods, breaks down the barrier with the introduction of the 8' PMS80HF Premier® Musky spinning rod. That's right...a spinning rod designed specifically for musky!

SC<sup>II</sup> graphite employed in the build of this heavy power spinning rod provides the strength needed to fight angry musky, yet it's light enough to allow you to cast all day. This fast action rod provides anglers the ability to toss a large variety of bucktails, plastics and jerkbaits in the 1-5 oz. range, with ease and accuracy. Strength, balance and lightness merge with the addition of the Fuji® DPS reel seat, Kigan Master Hand 3D guides and hook-keeper. A premium grade cork handle and two coats of Flex Coat slow-cure finish complete a rod anyone would be proud to have in their arsenal. Whether you are a first time musky angler or a hardcore hunter looking to add a tool for a technique, the Premier Musky spinning rod makes perfect sense.

Designed and handcrafted in Park Falls, Wisconsin, the Premier Musky spinning rod retails for \$200 and comes with a 5-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,<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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