

Jeff Currier *global fly fishing*

October 2008

Jeff Currier Joins Ross Professional Advisory Team

What Jeff Says About Ross



I have traveled the world in pursuit of exotic fish species. Most of these adventures take me far away from any semblance of civilization, so there is no room for error with any of the tackle that I pack. These are typically one-shot deals, and a rod or reel failure could mean the quick end to a trip 7000 miles away from home. For this reason, I chose to become a member of the Ross Professional Advisory Team. The Ross fly rods and reels are a no brainer! No other company's tackle provides a higher level of confidence when chasing tough fish in remote corners of the globe. Ross rods are by far the best rods for punching huge flies into tight locations, yet they are incredibly accurate, mend line effortlessly and are forgiving enough to keep gigantic fish attached on light tippet. I live a blessed life and never take a day for granted, and am honored to be a part of a company that is equally passionate about the sport of fly fishing.

What Ross Says About Jeff

Jeff Currier is a real treasure to the sport of fly fishing. He led Fly Fishing Team USA to its first ever top-ten finish in the World Fly Fishing Championships in Jaca, Spain, placing third in the individual standings to become the first North American ever to take home a medal in the twenty-six year history of the event! Jeff is unquestionably the best traveled angler in the world of fly fishing. Having

fished 40 countries and counting, no other angler has traveled to so many remote locations to pursue exotic fish species. And while it would be difficult to find another angler with even half of his experience and a quarter of his "off the chart" travel stories, Jeff remains one of the most humble and approachable celebrities in the sport. He is always willing to share stories about his travel adventures or some exotic fish that most people have never even heard of. It is an honor to have Jeff as a member of the Ross Advisory Team and a true pleasure to share in his knowledge of the sport.



Ross is the leading fly reel manufacturer in the world

Their personal commitment to quality, innovation and customer support has resulted in our products being honored with more industry awards than any other fly tackle manufacturer!

When you expect a reel to last a lifetime, the company you buy it from better still be in business when your reel needs service. 2008 year marks their 35th year of manufacturing world-class fishing tackle. With more than three decades of award-winning history, you can be confident that a Ross reel purchased today will be supported for a lifetime of use and enjoyment.

Ross Reels employs a team of skilled professionals who are passionate about fishing and bring real world experience into every aspect of design and manufacturing. The Ross Reel team is committed to producing the finest reels in the world, and this pledge is only surpassed by their dedication to providing each customer with unmatched service and complete satisfaction. Ross Reels is a team of fishing professionals who understand the importance of reliable equipment, and most importantly, we love what we do! Ross Reels commitment to quality shows in every reel that ships from their factory.

Ross Fly Rods

In just one year, Ross fly rods racked up three major industry awards - an Editor's Choice Award from Fly Fish America Magazine, a "Best Fly Rod" award from Outdoor Life Magazine and the editors of Fish & Fly Magazine stated that the Ross Essence series fly rods "...outperformed several other rods costing seven times as much!" Not bad for just a single year's collection of reviews!



New for 2009 is the Journey youth fly rods series. This series was designed specifically for youth anglers. Instead of taking an adult sized rod and trying to fit it into a youth sized package, we combined everything we had learned from our own children and designed the Journey series from the ground up. The cork handle is crafted to perfectly fit a child's hand and allow for comfortable casting without fatigue. We arrived at a 4wt. design so the rod can be used on most any type of water, but the length is only 7'6" so it is easy to control.

Ross Fly Rods and Reels has also introduced the FlyStik tournament length fly rod series. The FlyStik rods measure 7'11", which qualifies them for use in bass tournaments, but they are SO MUCH MORE! Available in 6wt., 8wt. and 10wt. sizes, these sticks will become favorites for "big fly" fishing in rivers, lakes and oceans.

Don't hesitate to ask Jeff Currier about the Ross Reels and Fly Rods he proudly owns and uses world-wide!