

# NEWS OF OUR CLIENTS



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## **CASTAWAY RODS PARTNERS WITH FULL-THROTTLE COMMUNICATIONS Full-Service Agency to Provide Innovative Marketing, Advertising and Public Relations Programs For Superior Performing Graphite Rod Manufacturer**

Full-Throttle Communications, Inc. of Moorpark, CA is proud to announce its new partnership with CastAway Rods, creators of high performance graphite fishing rods known for being chock full of quality details normally reserved for custom rods. Full-Throttle will spearhead a series of strategic public relations and marketing initiatives in order to further elevate the company's branding in the fishing and outdoor marketplace.

Castaway Rods wants to help every angler fish like a pro which is why the company focuses on quality workmanship and incorporates custom-quality touches into every rod it makes, offering superior performance and a difference anglers can feel immediately after the very first cast. The spine on each blank is marked for perfect guide placement and superior performance. Every single-footed guide is secured with a Forhan Locking Wrap, then double coated with high-quality epoxy for durability and good looks. All real seats and cork are drilled to match the specifications of each rod - for a perfect fit without excess glue, tape or shims.

"We're thrilled to be partnering with CastAway Rods, and help the company reach its overall marketing, advertising and public relations goals," says Full-Throttle Communications President and CEO Jason Bear. "Our team of industry professionals is working 'full-throttle' at creating a comprehensive program that will generate the brand awareness this outstanding company deserves."

The team at Full-Throttle Communications are industry-leading professionals who are masters at creating brand awareness by providing powerful marcom insights, savvy creative solutions an incredibly strong media outreach that gives companies that competitive edge needed to grow their business.

For more information about CastAway Rods, please visit their website at [www.castawayrods.com](http://www.castawayrods.com).

For more information about Full-Throttle Communications Inc. and its fully-vertical marketing, advertising, and public relations services, contact the agency at 668 Flinn Ave., Suite 28, Moorpark, CA 93021. Telephone: (805)-529-3700 or visit online at [www.full-throttlecommunications.com](http://www.full-throttlecommunications.com). "Like" Full-Throttle on Facebook: [Facebook.com/fullthrottlecommunications](https://www.facebook.com/fullthrottlecommunications).

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