



The Bass University and Cashion Rods Pair Up to Create Better Anglers
Studied approach to the sport works well with scientifically-designed, technique specific rods

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The Bass University, a leading source of educational materials and opportunities for bass anglers, has announced a partnership with Cashion Rods, the manufacturer of cutting edge, American made fishing rods incorporating a scientific approach and top grade materials. Cashion already sponsors Bass University instructors including John Crews and Jamie Hartman and offers eight lines of rods at various price points, including specialty rods aimed at highly specific techniques.

“We aspire to help anglers increase their bass IQ using advanced and affordable equipment that is second to none,” said Bass University co-founder Pete Gluszek. “Cashion builds high quality rods with features that truly help anglers catch more fish. We are really impressed by the combination of sensitivity, light weight and power that their rods offer.”

Bass University students will have the opportunity to take advantage of discounts on Cashion Rods, and once they get them in their hands the rods’ technological superiority – reflective of Dr. Matt Cashion’s Ph.D. in chemistry – will shine through and make them believers in the brand’s great quality at a reasonable price.

“We anticipate Bass University growing their national reach,” said Dr. Cashion. “We are excited to grow along with Bass University and lead the industry through education. Bass University provides a very valuable service and platform for ambitious anglers to expand their knowledge.”

The Bass University has continued to experience exponential growth because it offers top-notch instruction both in person and online, providing anglers of all levels with the chance to

gain knowledge that previously might have taken years to accumulate. Paul Benson, Cashion's National Sales Representative explained that their new partnership offered a chance for them to join this mission and expand their footprint. "Information is the biggest tool for all anglers to step up their game and The Bass University offers the best and most current at a bargain," he said.

For more information about the Bass University, go to <https://thebassuniversity.com>

For more information about Cashion Rods, go to www.cashionrods.com

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