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CCI Renews Partnership with Troy, Jacob and Chase Landry; The Ambassadors Will Visit CCI Booth at 2014 NRA Show

CCI® renews its partnership with Troy, Jacob and Chase Landry, stars of the hit series “Swamp People®” on HISTORY®. The ambassadors are scheduled for two meet-and-greet sessions at booth #6152 during the 143rd NRA Annual Meetings & Exhibits to sign autographs and meet fans. The event will be held at the Indiana Convention Center in Indianapolis, Ind., April 25 through April 27, 2014. The Landrys’ appearances will be on Saturday, April 26, from 10 a.m. to 12 p.m., and Sunday, April 27, at 11 p.m. to 1 p.m.

LEWISTON, Idaho – April 15, 2014 – CCI® Ammunition has renewed its partnership with Troy and Jacob Landry from the “Swamp People®” series on HISTORY®. The new relationship also includes Troy’s younger son and co-star Chase Landry. The three ambassadors will visit the CCI booth at the 2014 NRA Annual Meetings & Exhibits to sign autographs and greet fans.

The event will be held at the Indiana Convention Center in Indianapolis, Ind., April 25 through April 27, 2014. The Landrys will visit booth #6152 from 10 a.m. to 12 p.m. on Saturday, April 26, and again on Sunday, April 27, from 11 a.m. to 1 p.m.

These Cajuns tangle with huge alligators in Louisiana’s rugged bayous. Their trials and tribulations are broadcast into millions of American households. And when it comes time to “choot ’em,” they chamber only one brand of rimfire ammunition: CCI.

“There is only one bullet me and my boys depend on every day, and that’s CCI. Nothing else is good enough to get the job done,” Troy said. “We are so thankful to continue our relationship with CCI.”

The Landrys started their partnership with the CCI brand in early 2012, and they have made a lasting effect.

“These guys have done a great job for us. They are humble, down-to-earth and have been shooting CCI since before they became famous,” said Ammunition Director Rick Stoeckel. “The Landrys aren’t just big TV stars. They are hunters who rely on our products to make a living. And that means a lot to us.”

To view the new Troy Landry signature series of rimfire products, along with the entire line of CCI Ammunition, visit www.cci-ammunition.com.