



FOR IMMEDIATE RELEASE

CCI Ammunition Will Launch 14 New Rimfire Loads at the 2020 SHOT Show

LEWISTON, Idaho – January 9, 2020 – CCI Ammunition is pleased to announce a total of 14 individual product SKUs in more than 12 product lines during the 2020 SHOT Show (Booth No. 14551), January 21-24 at the Sands Expo Center in Las Vegas, Nevada.

“We have more than doubled the number of new products than what we did last year. We are excited to introduce these new products for rimfire shooters and hunters,” said CCI Product Director Rick Stoeckel. “New product highlights include a series of rimfire rounds chosen by MeatEater’s Steven Rinella, new additions to our popular Clean-22 lineup, and several loads now packaged in easy-to-pour, bulk-pack cartons. We know our customers will be pleased with all of the many new options.”

CCI has partnered with MeatEater’s Steven Rinella on this exclusive new series of ammunition. CCI’s rimfire products available in this series includes Copper-22 22 LR 21-grain HP, Mini-Mag 22 LR, 36-grain CPHP and Maxi-Mag 22 WMR, 40-grain JHP.

Clean-22’s exclusive polymer bullet coating greatly reduces copper and lead fouling in the barrel—without leaving a residue. CCI has created a special-edition package promoting United States Practical Shooting Association (USPSA) Steel Challenge competitions. The Steel Challenge logo is prominently featured on every box.

The Clean-22 Segmented Hollow Point 22 WMR 46-grain bullet splits into three equal-size pieces on impact. Its polymer coating allows this separation at much lower velocities and longer distances.

Clean-22 Suppressor 22 LR utilizes its advanced polymer 45-grain bullet coating to reduce lead fouling inside a suppressor 50 percent for much easier suppressor cleaning and maintenance. These are available in 200-count, easy-to-pour bulk packs.

Special-edition “Stangers” are Stinger ammunition named for 22plinkster’s signature drawl who is popular on YouTube for his trick shots. Like the original, their 32-grain copper-plated hollow-point bullet leaves the muzzle at 1,640 fps.

For small game and varmint hunters, CCI has released three new, convenient cartons that hold 125 rounds of 22 WMR HP 40 grain Maxi-Mag, and 22 WMR 30 grain VNT or 17 HMR 17 grain VNT for fun in the field.

All these new rimfire products, plus new ammunition from Blazer, produced by CCI, will be on display at Booth No. 14551 for customers to view and learn full details.

For more information on CCI Ammunition, go to www.cci-ammunition.com.

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About CCI Ammunition

Dick Speer founded Cascade Cartridge, Inc. in 1951 next to the Snake River in Lewiston, Idaho. The company manufactured and marketed centerfire primers for government use in its infancy. CCI now develops them for sporting applications as part of Vista Outdoor and is the world leader in rimfire products. The company also produces industrial powerloads and Blazer ammunition. CCI is part of Vista Outdoor Inc., an outdoor sports and recreation corporation.