



FOR IMMEDIATE RELEASE

CCI Rimfire Ammunition Wins A *Predator Xtreme* Magazine Readers' Choice Award

LEWISTON, Idaho – February 4, 2020 – The readers of *Predator Xtreme* awarded CCI the 2020 Gold Award in the category of Rimfire Ammunition. The award was recently given to CCI ammunition engineers Justin Ruegsegger and Dylan Dixon at the 2020 SHOT Show in Las Vegas, Nevada, January 21-24.

“Since 1951, CCI has shaped the industry and served generations of shooters with the most advanced offerings for hunters,” said CCI Rimfire Product Director Rick Stoeckel. “While other manufacturers are content to offer a small selection of general-purpose loads, we craft ammunition customized to perform to the high standards. We are proud the *Predator Xtreme* readers recognize us as the best rimfire ammunition for their pursuits and we are honored to receive this award.”

“The Readers' Choice Awards are 100-percent reader driven and give us, our audience, and our markets an unbiased view of what every day hunters use and count on,” said *Predator Xtreme* Publisher Derrick Nawrocki. “In 2019, we moved to an online voting system that included easy to fill out clickable dropdown selections for all known brands in each category. The more votes received makes these awards much more valuable and accurate today than they have ever been. The online results were an increase in voting totals of five times what we have seen in past years. CCI has long been a fan favorite and has won the Gold Award many times, 2020 is no different.”

CCI is the historic industry leader in rimfire ammunition. The iconic company now offers more than 100 cataloged items, far more than any competitor. CCI utilizes a state-of-the-art production facility, and a dedicated and highly experienced workforce, to create a huge variety of product options that have created unparalleled brand loyalty from millions of shooters and hunters. CCI offers a large variety of rimfire ammunition for predator and varmint hunting, customer favorites include Mini-Mag, Maxi-Mag, Stinger, VNT, Velocitor HP, GamePoint and many more.

For more information on all products from 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.