



FOR IMMEDIATE RELEASE

CCI Ammunition Continues Strong Support for the Scholastic Action Shooting Program

LEWISTON, Idaho – July 26, 2023 – CCI is proud to continue its dedicated support for the Scholastic Action Shooting Program (SASP). Part of this support includes participating as a Platinum level sponsor of the 2023 SASP National Championships. This national event was recently held at the Cardinal Shooting Center in Marengo, Ohio. Thousands of youth participants from dozens of states attended the event.

“We are happy to continue our support within the exciting world of action shooting, especially with an organization that offers a level playing field across genders and age,” said Jon Zinnel, Senior Manager of Youth Programs for CCI Ammunition. “CCI is dedicated to support such a fast-growing organization that is building up the action steel shooting experience. It has a great training program that allows novice shooters the chance to participate in a rapidly growing sport and develop the skills needed to excel.”

The Scholastic Shooting Sports Foundation (SSSF) is the national governing body for the Scholastic Action Shooting Program (SASP), which offers youth from grade school through college the opportunity to safely participate in exciting team-based action shooting sports. Youth may participate using .22 rifles and handguns, and/or centerfire handguns. Targets are steel circles or rectangular plates, and all courses of fire are timed events. Learn more at: <https://mysasp.com>.

Mini-Mag was CCI’s first 22 LR load and it’s still one of the most popular, offering unbeatable accuracy, high velocities, flat trajectories, and superior reliability. The ammunition features CCI’s extremely reliable priming and specialized powders for clean, consistent ignition. It is also dependable to feed, flat shooting and highly accurate to maximize effective range.

For more information on all products from CCI Ammunition or to shop for rimfire ammo directly online, 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.