



FOR IMMEDIATE RELEASE

CCI Ammunition Will Host Brand Ambassadors at the 2024 NRA Show

LEWISTON, Idaho – May 10, 2024 – CCI Ammunition is set to host two of its brand ambassadors in booth 8644 at the 153rd NRA Annual Meetings & Exhibits, held at the Kay Bailey Hutchison Convention Center, on May 17-19, 2024 in Dallas, Texas. Attendees are encouraged to stop by its booth to meet CCI brand ambassadors Todd Jarrett and 22Plinkster who will visit with NRA members and sign autographs.

Todd Jarrett has nearly four decades of shooting experience including competition, instruction, and involvement in firearms manufacturing. He knows accuracy is the most important part of effective training, and CCI ammunition and components give him the performance and confidence to win. Todd Jarrett will conduct a concealed carry stage presentation from 1-2 p.m. and a meet & greet with picture signing from 2-3 p.m. on Friday, Saturday, and Sunday.

22Plinkster has posted hundreds of videos with tens of millions of views and hundreds of thousands of subscribers. He began with a few simple videos featuring rimfire trick shots for YouTube and has become a shooting sensation and popular gun reviewer. To do all this, he relies on a lifetime of practice and the consistent accuracy of CCI ammunition. 22Plinkster will conduct a meet & greet with picture signing from 1 p.m. to 2 p.m. on Saturday.

Attendees of the NRA Show will also get a first-hand look at CCI's newest product releases for 2024. These new products include Uppercut Defense 22 LR, Hevi-Bismuth Pest Control Shotshell, 10mm Pest Control Shotshell, and Blazer Brass low-recoil 9mm handgun ammunition.

CCI ammunition can be found at dealers nationwide and online. 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 and is the world leader in rimfire products. The company also produces industrial powerloads and Blazer ammunition. CCI is an ammunition brand of The Kinetic Group.