



FOR IMMEDIATE RELEASE

***Shooting Sports Retailer* Honors CCI Reloading Components with its 2023 Readers' Choice Gold Award**

LEWISTON, Idaho – April 12, 2024 – The readers of *Shooting Sports Retailer* recently awarded CCI the 2023 Gold Award in the category of Reloading Components. The Readers' Choice Awards are 100-percent reader driven and deliver unbiased views of what hunters, shooters, and reloaders seek out at retail stores.

“We are excited to have received this award,” said CCI Component Product Director Jason Slinkard. “CCI offers 30 different primer options in 15 different product family categories and 14 different styles, covering all kinds of shooting activities from long-range competition loads to Magnum Percussion Caps for traditional muzzleloading.”

CCI primers have a strong reputation for reliability and performance. They are engineered to provide precision ignition, helping to provide the ultimate in accuracy. They're assembled with extra care for superior consistency.

“Our audience has weighed in and CCI strikes again, bringing home gold honors in the component category,” said *Shooting Sports Retailer* Publisher Derrick Nawrocki. “CCI's primers are no stranger to receiving top honors in this category, winning gold now two years in a row. That's impressive for sure.”

Shooting Sports Retailer polled its readership to find out their favorite gear; the products that really work. They then tallied the votes to determine the 2023 Readers' Choice Awards. The awards represent the best insider knowledge on products proven to work best for hunters, shooters, and reloaders nationwide.

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.

Press Release Contact: JJ Reich
Senior Manager – Press Relations
E-mail: Ammunition@tkghunt.com

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.