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## **CCI Rimfire Ammunition Wins *Tactical Retailer* 2023 Readers' Choice Gold Award**

**LEWISTON, Idaho – April 8, 2024** – The readers of *Tactical Retailer* awarded CCI the 2023 Gold Award in the category of Rimfire Ammunition. The Readers' Choice Awards are 100-percent reader driven and deliver unbiased views of what everyday shooters rely on.

“CCI is the king of rimfire. They have won our readers' choice awards again and we are not surprised,” said *Tactical Retailer* Publisher Derrick Nawrocki. “If a company brings the right products to market, our readers will certainly let you know. Our gold awards prove the credibility that all companies are looking for. Congratulations to CCI, our readers have spoken with their votes.”

“We are proud *Tactical Retailer* readers recognize us as the best rimfire ammunition for their pursuits and we are honored to receive this award,” said CCI Rimfire Product Director Jason Slinkard. “Products such as our new Uppercut Defense 22 LR are popular in the personal defense market. What makes this product stand out is its jacketed hollow point bullet. It features nose skiving that initiates full and reliable expansion through semi-automatic handguns with 2.5- to 4-inch barrels, while retaining the weight needed to hit critical penetration depths. Plus, CCI's legendary priming ensures it will always be ready when needed.”

*Tactical 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.

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](http://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.