



FOR IMMEDIATE RELEASE

CCI Rimfire Ammunition Awarded 2024 Two Gold Retailer Awards

LEWISTON, Idaho – April 21, 2025 – CCI, the world leader in rimfire ammunition, has been awarded the 2024 Gold Award for Rimfire Ammunition by Tactical Retailer and Shooting Sports Retailer readers. These prestigious awards are entirely reader-driven and reflect their trust and confidence in the brands they rely on.

“Receiving this award from Tactical Retailer and Shooting Sports Retailer readers is a great honor,” said CCI Rimfire Product Manager Steve Monniere. “These readers represent a highly knowledgeable segment of the shooting industry—retailers, buyers, and users who know what performs on the shelf and in the field. We’re proud that CCI remains their top choice for rimfire ammunition.”

The Tactical Retailer and Shooting Sports Retailer Readers’ Choice Awards highlight standout products across the shooting sports industry. Voted on by readers who work closely with gear, the awards recognize brands that deliver quality, performance, and innovation.

“Our readers represent some of the most informed and engaged professionals in the shooting sports market,” said Derrick Nawrocki, President and Publisher of *Tactical Retailer* and *Shooting Sports Retailer*. “When they consistently vote for a brand like CCI, it shows how much confidence the industry has in the performance and quality of its rimfire products. This Gold Award is well deserved.”

With a legacy spanning more than 75 years, CCI is known for its consistent reliability, extensive rimfire lineup, and category-leading innovation in products such as Clean-22, Suppressor, Segmenting HP, and Velocitor. This award further reinforces CCI’s commitment to serving the shooting sports community with dependable, high-performance rimfire options.

CCI Ammunition is available at dealers nationwide and online. For more information on all CCI products and to sign up to receive notifications about new product availability, rebate promotions, and other brand news via email, visit 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 a brand of The Kinetic Group, owned by CSG, a globally diversified industrial group based in Prague (Czech Republic).