

## Country star Chris Young to Headline CASE “Labor of Love” 2016; Concert to Benefit Team Rubicon

*CASE and Team Rubicon have previously partnered on a series of heavy equipment training events aimed at preparing Team Rubicon volunteers for disaster response. For CASE, the partnership is about bridging the gap between returning veterans and the need for qualified equipment operators and techs.*

Racine, Wis., July 22, 2016

[CASE Construction Equipment](#) will host “Labor of Love” 2016 on Labor Day (Monday, Sept. 5, 2016), featuring headliner and award winning country music star [Chris Young](#). Proceeds from the concert will benefit [Team Rubicon](#), a disaster response organization comprised of more than 36,000 veterans and first responders, with the goal of helping the organization expand its skills training programs.

Tickets are on sale now and can be purchased at [www.ticketmaster.com/laboroflove](http://www.ticketmaster.com/laboroflove). Doors open at 11:30 AM and Chris Young takes the stage at 2:30 PM. The concert event, taking place at Racine Festival Park in Racine, Wisconsin (5 5th St, Racine, WI 53403), will also feature local food vendors, and a silent auction will further benefit Team Rubicon.

The partnership with CASE and Team Rubicon is a natural one for Young – his father works in construction and multiple family members, including his younger sister, are either in the Marines or are US military veterans.

“I appreciate the CASE commitment to helping veterans fill the skills gap through Team Rubicon’s focus on training and development,” says Young. “I’m glad to support the important work they do in not only giving veterans the opportunity to improve job skills but also serve the community.”

“Labor of Love” launched in 2015 with the goal of connecting veterans with jobs and training in the skilled trades. The concert raised \$10,000 for Wounded Warrior Project in 2015.

“We launched Labor of Love last year to build a bridge between job-seeking veterans and a critical shortage of qualified equipment operators and technicians,” says Scott Harris, vice president – North America, CASE Construction Equipment. “This year, we’ve worked with Team Rubicon on their operator training program by providing equipment and support. It’s a natural progression of our relationship and we’re excited to work with TR and Chris Young to further this initiative.”

CASE will also be raising funds for Team Rubicon through an online fundraiser. To donate and show support for “Labor of Love” and Team Rubicon, visit [CASE.TeamRubiconUSA.org](http://CASE.TeamRubiconUSA.org).

---

For more information on the festival, visit [CaseCE.com](http://CaseCE.com). For more on Team Rubicon, visit [TeamRubiconUSA.org](http://TeamRubiconUSA.org). To learn more about Chris Young, visit [ChrisYoungCountry.com](http://ChrisYoungCountry.com). For more on CASE, visit [CaseCE.com](http://CaseCE.com).

###

CASE Construction Equipment sells and supports a full line of construction equipment around the world, including the No. 1 backhoe loaders, excavators, motor graders, wheel loaders, vibratory compaction rollers, crawler dozers, skid steers, compact track loaders and rough-terrain forklifts. Through CASE dealers, customers have access to a true professional partner with world-class equipment and aftermarket support, industry-leading warranties and flexible financing. More information is available at [www.CaseCE.com](http://www.CaseCE.com).

CASE Construction Equipment is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at [www.cnhind.com](http://www.cnhind.com).

#### **About Chris Young**

With five albums to his credit, Chris Young has amassed eight No. 1 singles, and 14 Gold/Platinum certifications. Among the RCA Records artist's hits are "Gettin' You Home," "Voices," "Tomorrow," "I'm Comin' Over" and "Think Of You," a duet with Cassadee Pope, Young's latest No. 1 and fastest-rising single of his career. Released in November of 2015 and debuting at No. 1 on Billboard's Top Country Albums chart, Young's first co-produced album, *I'm Comin' Over*, also includes the new single, "Sober Saturday Night" featuring Vince Gill and the three-week No. 1 smash title track. The single and album earned him four ACM Awards nominations, including his first in the coveted Album of the Year category as both the artist and producer, and a Billboard Music Awards nomination for Top Country Song. This fall he'll embark on the second leg of his headlining "I'm Comin' Over Tour," with 25 shows from coast-to-coast.

#### **About Team Rubicon**

Team Rubicon unites the skills and experience of military veterans with first responders to rapidly deploy emergency response teams. Team Rubicon offers veterans a chance to continue their service by helping and empowering those afflicted by disasters, and also themselves. For more about Team Rubicon, visit [www.teamrubiconusa.org](http://www.teamrubiconusa.org).

For more information contact:  
Bill Elverman  
Tel: 262.757.5803  
Email: [bill@pkamar.com](mailto:bill@pkamar.com)