

Kip Moore, CASE and ASCO Bring Free Lunch to Construction Site in San Antonio

Partnership between multi-platinum country star and heavy equipment manufacturer continues to show gratitude to construction workers and highlight contributions of the construction industry to our nation's communities.

Racine, Wis., December 1, 2015

Multi-platinum country music star [Kip Moore](#), and his partners at [CASE Construction Equipment](#) and [ASCO Equipment](#), brought an army of food trucks to a construction site in San Antonio to treat the workers to lunch. The jobsite, operated by contractor Bartlett-Cocke, is a new high school in the Judson Independent School District (JISD) set to open in August 2016. Moore signed autographs and posed for pictures in addition to serving up free lunch to workers.

Moore performed that night at Cowboys Dancehall in San Antonio.

"I am continually grateful for my fans, who work hard all day like these men and women do and then come out to my concerts at night," says Moore. "I wanted to show a little token of my appreciation, and stopping by to have lunch with these guys was a blast."

Moore has partnered with CASE on numerous projects honoring construction workers and veterans, including the [Labor of Love Music Festival](#), and the video for "[On the Case](#)" – a song dedicated to the men and women of the construction industry.

"Like Kip, our business and success is due to the work these men and women do every day," says Brian Weisbaum, dealer marketing manager, CASE Construction Equipment. "Working with ASCO to bring in the food trucks and serve these guys up a feast during the Thanksgiving season was our way of saying 'thanks'".

Kip Moore's highly anticipated sophomore album, "[Wild Ones](#)", is now available online and at major music outlets everywhere. For more on CASE, visit [CaseCE.com](#). For more on ASCO, visit [ASCOeq.com](#).

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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](#).



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About Kip Moore

Multi-platinum singer/ songwriter Kip Moore's sophomore album, WILD ONES, was released on Aug. 21. A super-sized record inspired by the grit, grind and glamour of the live shows, each track on WILD ONES was written by Moore and follows his debut album, UP ALL NIGHT, which spawned three No. One hits. His current single "I'm To Blame," is steadily climbing the charts and was the second most added song during its debut week at country radio, marking Moore's biggest first week for a new single. Earning critical acclaim for his "high energy" (*Rolling Stone*) live show with *Chicago Sun Times* heralding him as "carving his own niche in country music," Moore is currently headlining his 2015 WILD ONES TOUR.

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