

CASE Construction Equipment Launches “Labor of Love Music Festival” Starring Kip Moore

Labor Day festival benefits Wounded Warrior Project, highlights importance of veterans in the workforce.

Racine, Wis., August 4, 2015

[CASE Construction Equipment](#) will host the “Labor of Love Music Festival” starring multi-platinum country music star [Kip Moore](#) on Labor Day (Monday, Sept. 7, 2015) at [Racine Festival Park](#) on the city’s waterfront. A donation from the event will be made to [Wounded Warrior Project](#), and the event will focus on the importance of hiring veterans into skilled jobs in the manufacturing and construction industries. State and local bands, including [Bella Cain](#) and [Run Carolina](#), will open for Moore, and additional performances and events will take place throughout the day. [The Veterans Outreach Center of Wisconsin](#) will be hosting a 50/50 raffle to raise money for local veterans.

CASE will have equipment on display, and bring in a taste of Racine with local food and retail vendors throughout the festival. A ceremony honoring veterans, their service and their contributions to the American workforce will take place at 3:00 PM. Kip Moore will perform at 6:00 PM. For more information on the festival, visit [CaseCE.com/LaborOfLove](#). Tickets go on sale Tuesday, August 4 at 10:00 AM CST through [Ticketmaster](#) - all kids 10 and under are free.

“Labor Day is the perfect time to honor pride and dignity in work, and there may be no group that represents that more than the men and women of the armed services,” says Moore. “It’s my honor to pay tribute to these people, and all the hard-working people that come out to my shows, and to give back to a community that has been very supportive of me.”

“There is a very real skilled labor shortage in America today, from welders and machinists to heavy equipment technicians and operators. It’s important we help develop that next generation of talent and our veterans may be our greatest resource,” says Jim Hasler, vice president – North America, CASE Construction Equipment. “‘Labor of Love’ is all about making that connection and helping veterans locally and throughout the United States take that next step in their professional lives.”

This is the second Labor Day event CASE has partnered on with [Kip Moore](#). The singer released a song through CASE in 2014 dedicated to the men and women of the construction industry titled [“On the Case”](#).

His highly anticipated sophomore album, [“Wild Ones”](#), hits stores and online outlets on August 21, 2015 and is available for pre-order now [at this link](#).

For more on CASE, [visit CaseCE.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, is set to be 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 just announced his headlining 2015 WILD ONES TOUR kicking off 10/8 in Bethlehem, PA.

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