

## Kip Moore Debuts Video Honoring Men and Women of the Construction Industry

*Contest gives fans opportunity to submit photos of themselves, their crew or their equipment helping to build the community to appear in a second cut of the video and the chance to win concert tickets.*

Racine, Wis., August 28, 2014

Country music star [Kip Moore](#) debuted a new video today at [CaseCE.com/OntheCase](#) to the hard-working men and women of the construction industry. The song, “*On the Case*”, is a personal homage to his fanbase and the hardworking people that have inspired and supported him throughout his career. The song and video are also being released in coordination with the beginning of the Labor Day weekend.

“These folks come out to my shows after working long shifts, 50-60 hour weeks, and I never forget that,” says Moore. “They take extreme pride in the work they do. It inspires me to put on the best show I can every night, and I wanted to thank them and honor their work and commitment with something they can relate to. The lyrics for ‘*On the Case*’ were written to do that.”

In conjunction with promotional partner [CASE Construction Equipment](#), fans will be able to submit photos of themselves, their crew or their equipment at work helping to build the community for a chance to appear in a second fan cut of the “*On the Case*” music video. Fans who submit photos will also be entered to win concert tickets for the upcoming “[CMT ON TOUR 2014: UP IN SMOKE](#)” tour. Photo submissions will be accepted through November 20, 2014.

For more information, and to enter the contest, visit [CaseCE.com/OntheCase](#).

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CASE Construction Equipment sells and supports a full line of construction equipment around the world, including the No. 1 loader/backhoes, 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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