

CASE Partners with Country Music Singer Jon Pardi; Announces Exclusive *Heartache Medication* Tour Presale Opportunity

Racine, Wis., May 29, 2019 – [CASE Construction Equipment](#) is partnering with country music superstar [Jon Pardi](#) on a series of promotions throughout 2019 and 2020 focused on raising awareness for, and growing interest in, careers in the construction industry. The first promotion includes an exclusive presale opportunity for Pardi’s headlining [Heartache Medication Tour](#), kicking off October 1 in Nashville. Timed to his headlining tour, the CMA and ACM Award winning artist also recently announced the launch of his highly anticipated next album and title-track, “Heartache Medication”, which is the follow up to his #1 Platinum-selling breakthrough album “California Sunrise”. To listen to “Heartache Medication”, visit <http://strm.to/HeartacheMediationPR>.

CASE will announce a series of related promotions and opportunities in the coming months, and in the lead-up to the construction industry’s biggest event: [CONEXPO-CON/AGG 2020](#).

Pardi grew up in Northern California — his father is a contractor who taught him the value of hard work (and how to operate equipment) at a young age. It’s that background that served as the foundation for a partnership with CASE, and a desire to highlight the importance of education and training in the skilled trades.

“My dad taught me the value of hard work growing up, and we were surrounded by construction and agriculture throughout California — it’s those people and experiences that made me who I am, and it’s what resonates with our audiences,” says Pardi. “It’s an honor to work with CASE to highlight great careers in these fields, and to help connect people with ways to learn more on tour this fall.”

Pardi and CASE are offering those in the construction industry an exclusive presale on tickets for the *Heartache Medication* Tour at www.jonpardi.com/splash using the password CASEPARDI. Presale dates for the bulk of the tour will be from 10 AM to 10 PM (all times local) on May 30, with additional presale dates taking place June 6 (Seattle and San Diego) and June 20 (Phoenix).

For more information on the partnership between CASE and Jon Pardi, and to follow along for additional updates, visit CaseCE.com/Pardi.

***Heartache Medication* Tour Dates**

Date	City	Venue	Date of Presale	Public On Sale Date
10/01/19	Nashville, TN	Ryman Auditorium	30-May	31-May
10/02/19	Nashville, TN	Ryman Auditorium	30-May	31-May
10/04/19	Minneapolis, MN	The Armory	30-May	31-May
10/05/19	Milwaukee, WI	Eagle's Ballroom	30-May	31-May
10/10/19	Oklahoma City, OK	The Criterion	30-May	31-May
10/11/19	Houston, TX	White Oak Music Hall	30-May	31-May
10/12/19	Helotes, TX	Floores Country Store	30-May	31-May
10/24/19	Seattle, WA	Paramount Theatre	6-Jun	7-Jun
10/25/19	Garden City, ID	Revolution Concert House and Event Center	30-May	31-May



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10/26/19	Salt Lake City, UT	The Depot	30-May	31-May
10/31/19	Phoenix, AZ	Comerica Theatre	20-June	21-Jun
11/01/19	San Diego, CA	Cal Coast Credit Union Open Air Theatre	6-June	7-Jun
11/02/19	Bakersfield, CA	Rabobank Theater	30-May	31-May

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About CASE CE

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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