

CASE Contest Winners Will Win All-Expenses Paid Trip to Tomahawk with Award-Winning Country Artist Jon Pardi to Learn how to Operate Equipment

Racine, Wis., October 1, 2019

[CASE Construction Equipment](#) has partnered with ACM/CMA award-winning artist Jon Pardi to launch a contest designed to recruit new operators to the construction industry. Contest winners will have the opportunity to learn how to operate equipment alongside the country music singer, who in addition to working construction in the past has a passion for the industry and CASE equipment.

As part of the first-of-its-kind contest, five winners across the United States will win an all-expenses paid trip to the [CASE Tomahawk Customer Center](#) in Tomahawk, Wis. with the multi-Platinum entertainer to go through a three-day training program that will teach them the basics of equipment operation and safety. Winners will also have the option to bring one guest with them to go through the training (travel expenses not included for guest).

Interested participants will enter by filling out a short entry form at [CaseCE.com/Pardi](#), or receive entry details by texting "CASE" to 31996. Entry details will also be shared at each stop on Pardi's [Heartache Medication Tour](#) beginning 10/1/19.

Deadline for entry is December 1, 2019, and winners will be announced in January 2020. Visit [CaseCE.com/Pardi](#) for a full list of rules and restrictions.

"This contest provides a once-in-a-lifetime opportunity for fans to hang out with one of the biggest names in country music, while also learning a new skill that may spark an interest in a future career in the construction industry," says Debbie Townsley, director of marketing — North America, CASE Construction Equipment.

"There's nothing like Tomahawk — you operate and learn about equipment while feeling like you're on vacation at a great Northwoods lodge," says Pardi. "I can't wait to spend a few days with fans operating equipment and sharing this experience with them."

CASE and Pardi first announced a partnership in May with an exclusive presale on tickets for the *Heartache Medication* tour. For more information on the partnership between CASE and Jon Pardi, and to follow along for additional updates, visit [CaseCE.com/Pardi](#).

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Jon Pardi released the highly-anticipated album, *Heartache Medication*, on Sept. 27th. Recognized for his "state-of-the-art blend of traditional instrumentation and progressive grooves that point to country's future," (*Rolling Stone*) and as "a leader among a growing number of artists bringing back fiddle, steel and twang" (*People*), Pardi's album *Heartache Medication* is the follow-up to his co-produced, platinum-selling breakthrough #1 album *California Sunrise* and multi-platinum, chart-topping hits "Dirt On My Boots," "Head Over Boots," "Heartache On The Dance Floor" and "Night Shift." Following the release of his new album, Pardi kicks off his headlining Heartache Medication Tour with back-to-back evenings at the historic Ryman Auditorium in Nashville for two sold-out shows, kicking off on Oct. 1st and 2nd. For tickets and information on the Heartache Medication tour, visit [JonPardi.com/tour](#).



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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