

IRWIN Tools Gives Bristol Motor Speedway Tickets to Local Tradesmen

IRWIN Visits Local Jobsites to Personally Thank Tradesmen by Providing Race Tickets to BMS's Spring Cup Weekend

HUNTERSVILLE, N.C. (March 13, 2012)— IRWIN® Tools, proud sponsor of the summer classic

IRWIN Tools Night Race at Bristol Motor Speedway, surprised deserving tradesmen with grandstand ticket packages to this weekend's spring races at Bristol.

America's tradesmen roll up their sleeves every day to build our roads; repair our cars, trucks and planes; and heat and cool our homes — oftentimes without recognition or appreciation from our society. IRWIN employees visited jobsites last week to honor "America's Real Working Hands" in both Bristol (TN) and Huntersville (NC), headquarters for IRWIN Tools. The packages distributed included tickets for qualifying day, the Nationwide Series race, as well as the Sprint Cup Series event.

"At IRWIN, recognizing the efforts of America's tradesmen is part of our brand's DNA. Giving tradesmen tickets to Bristol's spring race weekend is the first of several initiatives that will lead us up to the second annual National Tradesmen Day on September 21," said Curt Rahilly, IRWIN's Vice President of Marketing. "Professional tradesmen are the backbone of our great nation, and we want to thank all those men and women who use their bare hands to build our country and keep it running strong. We will continue to execute multiple platforms throughout the year to encourage our communities to salute tradesmen."

Bristol Motor Speedway General Manager and Executive Vice President, Jerry Caldwell, applauded IRWIN's generous offer.

"IRWIN has been an outstanding partner for Bristol Motor Speedway," he said. "Giving tickets to the very deserving tradesmen in this area, as well as in North Carolina, speaks volumes about their appreciation for these amazing people. We're honored to have all of them here for race weekend."

National Tradesmen Day is celebrated on the third Friday of September each year, and this year it will occur on September 21, 2012. To learn more, visit www.nationaltradesmenday.com. The IRWIN Tools Night Race NASCAR Sprint Cup Series race is set for Saturday, August 25.

About IRWIN Tools

IRWIN® Tools manufactures and distributes a broad line of hand tools and power tool accessories including VISE-GRIP® pliers and wrenches, MARATHON® saw blades, QUICK-GRIP® clamping tools, SPEEDBOR® wood drilling bits, STRAIT-LINE® marking tools, UNIBIT® step drill bits, MARPLES® fine woodworking tools, and HANSON® taps and dies. IRWIN Tools is a part of Newell Rubbermaid's global portfolio of leading brands. For more information, call 1-800-GO-IRWIN or visit www.irwin.com. IRWIN invites the nation to celebrate **National Tradesmen Day**, on **Friday, Sept. 21, 2012**.

<https://irwin.mediaroom.com/2012-03-13-IRWIN-Tools-Gives-Bristol-Motor-Speedway-Tickets-to-Local-Tradesmen>