

## IRWIN Tools Set to Honor America's Tradesmen at Bristol and Beyond

### Mammoth IRWIN Tools Night Race Weekend at Bristol Motor Speedway Kicks Off Host of Activities to Show Appreciation for the Country's Real Working Hands

**HUNTERSVILLE, N.C. (Aug. 21, 2012)** – With the [IRWIN® Tools](#) Night Race at Bristol Motor Speedway (BMS) just days away, IRWIN Tools has numerous initiatives planned across the country to celebrate tradesmen's skill and contributions, kicking off with a salute to "America's Real Working Hands" at NASCAR's most popular event, and culminating with the second annual National Tradesmen Day on Sept. 21.

The IRWIN Tools Night Race, set for Saturday at 7:30 p.m., features NASCAR's best drivers and teams tackling the toughest half-mile, high-banked oval in all of motorsports. But, without the support of professional tradesmen, the race wouldn't be possible, and IRWIN is recognizing the "Tradesmen of the Track" – the Bristol Motor Speedway Operations Team. These 23 men and women work behind the scenes, in the toughest and most unforgiving conditions imaginable, to bring the IRWIN Tools Night Race to life.

IRWIN Tools is proud to announce activities that will take place over the next few weeks to salute and thank all of America's hardworking tradesmen, who roll up their sleeves every day to build new roads; repair our cars, trucks and planes; and cool and heat our homes — oftentimes without recognition or appreciation from our society. They are the backbone of our country, and IRWIN wants to say "thanks."

- Throughout race weekend, IRWIN and BMS officials will build awareness for National Tradesmen Day, which is set for Friday, Sept. 21, 2012.
- In an exclusive opportunity, 300 professional tradesmen from across the country will serve as the IRWIN Tools Night Race Grand Marshals. At the base of the track's turn four, these individuals will give drivers the command to "start your engines."
- As a special tribute, IRWIN will honor the 23 "Tradesmen of the Track" BMS Operations Team in several ways:
  - Video tribute of the BMS Ops team working on track projects will be shown on the track's large video screens in pre-race ceremonies
  - Recognition by the President of IRWIN Tools on the pre-race stage
  - Take part in a race day press conference to talk about preparation for the Night Race, plus discuss National Tradesmen Day
  - Will serve, along with 300 other tradesmen, as the event's Grand Marshals
  - Featured on IRWIN collateral pieces handed out throughout race weekend
  - "Thank You" signage displayed on-site at BMS, including corporate display area
  - Recognition on IRWIN social media and racing websites
  - IRWIN will give race fans an opportunity to share how tradesmen have made a positive impact in their lives at the IRWIN event marketing display, located in the Corporate Display Area outside of the front stretch. This area will feature a giant message board, where fans can thank their favorite tradesman by writing a personal message for everyone to see.
- IRWIN, proud sponsor of SkillsUSA®, partnered with NCCER's Build Your Future Campaign and gave top winners in the National Automotive Service Technology and Carpentry competitions an "Ultimate Race Experience." Winners were Josh Myers (St. Louis, Mo) and James Lassmann (League City, Texas) in the Automotive Service Technology division, while Seth Miller (Litchfield, N.H.) and Brandon Hicks (Tiffin, Ohio) took honors in the Carpentry category. The quartet began working alongside the No. 81 NASCAR Truck Series team this week at the Arrington Racing shop, and then shifted over to IRWIN's corporate headquarters for an exclusive look into the development behind professional-grade hand tools and power tool accessories. The foursome will attend Wednesday night's NASCAR Camping World Truck Series race at Bristol as honorary pit crew members for driver David Starr.
- IRWIN will distribute National Tradesmen Day information and banners throughout Bristol's campgrounds as part of the "Get Caught Camping with IRWIN" campaign. The campsite that does the best job showing support for America's tradesmen will win the grand prize – a private tour of the SPEED stage with Jeff Hammond, a former championship crew chief who is now a SPEED and FOX television commentator, as well as an assortment of IRWIN tools!
- IRWIN has given away more than 1000 grandstand tickets to tradesmen to experience The World's Fastest Half-Mile and show the brand's appreciation for the contributions they make every day to America.

"The IRWIN Tools Night Race is a powerful way to connect with our nation's professional tradesmen," said Curt Weber, Vice President of Marketing for IRWIN Tools. "At IRWIN, recognizing the efforts of America's tradesmen is part of our brand's DNA. America's tradesmen are electricians, plumbers, welders, drywall installers, framers, masons, carpenters, auto mechanics and more. They are our nation's real working hands. Whether they are grizzled veterans or young apprentices just learning the

trade, these men and women work in the toughest, most unforgiving conditions – often with no break room in sight. In recognition of their contributions, we are proud to honor the Bristol Motor Speedway Operations team, as well as all professional tradesmen around the country, at the IRWIN Tools Night Race and on National Tradesmen Day.”

“IRWIN has always been an amazing partner for Bristol Motor Speedway,” said Jerry Caldwell, Executive Vice President and General Manager of BMS. “The fact that they’re honoring the men and women in our Operations Department is further evidence of that support. We all know that those folks are crucial to our success, and we really appreciate the fact that IRWIN is taking this opportunity to recognize them.”

To learn more about National Tradesmen Day on Sept. 21, 2012, visit [www.nationaltradesmenday.com](http://www.nationaltradesmenday.com). Practice and qualifying for the IRWIN Tools Night Race is set for this Friday, while the race gets the green flag Saturday at 7:30 p.m. Brad Keselowski is the race’s defending champion. For ticket information, visit [www.bristolmotorspeedway.com](http://www.bristolmotorspeedway.com) or call 855-888-8545.

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#### **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 brands. For more information, call 1-800-GO-IRWIN or visit [www.irwin.com](http://www.irwin.com). IRWIN invites the nation to celebrate **National Tradesmen Day**, on **Friday, September 21, 2012**.

#### **About Bristol Motor Speedway**

Bristol Motor Speedway is a NASCAR short track venue located in Bristol, Tennessee. Constructed in 1960, it held its first NASCAR race on July 30, 1961. The IRWIN Tools Night Race at Bristol is among the most popular sporting events in America, and has been consistently voted the favorite race by NASCAR fans and drivers year after year. Racing at Bristol is a spectacle to behold with its extraordinarily steep banking, concrete surface, two pit roads and stadium-like seating that can host up to 150,000 fans.

#### **About SkillsUSA**

SkillsUSA is a partnership of students, instructors and industry working together to ensure America has a skilled workforce. The nationwide organization serves more than 320,000 high school, college and post-secondary students, along with their instructors, in training programs in technical, skilled, and service occupations. There were 63,786 total building trades members in 2010-2011 and over 10.5 million people have been members of SkillsUSA since its founding as The Vocational Industrial Clubs of America (VICA) in 1965. SkillsUSA instructional programs teach leadership, citizenship and character development to complement technical skill training. Visit: [www.skillsusa.org](http://www.skillsusa.org).

#### **About Build Your Future**

The Build Your Future Campaign (BYF) is a collaborative grassroots approach to construction workforce forecasting and development that includes recruitment, training, placement, retention and image enhancement strategies. The ultimate goal of the campaign is to lead new potential construction industry candidates as well as incumbent workers to opportunities for job placement, advanced education and training and ultimately long-term rewarding careers in the construction industry. BYF is led by NCCER, and is supported by ABC, AGC and CURT. For more information, visit [www.byf.org](http://www.byf.org).

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