

## IRWIN Tools Gives Back to Local Tradesmen

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

**HUNTERSVILLE, N.C. (March 5, 2013)** – IRWIN® Tools, proud sponsor of the showdown under the lights, the IRWIN Tools Night Race at Bristol Motor Speedway, is once again giving back to the skilled tradesmen who keep our country running strong.

Every single day, America's tradesmen lace up their boots to build our schools, repair our roads, or arrive at our doorstep in a moments notice — oftentimes without recognition or appreciation from our society. Following up on a campaign that was started in 2011, IRWIN employees plan to visit jobsites in Bristol (TN), Charlotte (NC), and Asheville (NC) over the next few months to honor "America's Real Working Hands". Gifts of appreciation will include tickets to racing events at Bristol Motor Speedway, IRWIN tools, and refreshments. The first visit took place last Friday at the jobsite of the new Charlotte Knights stadium in uptown Charlotte. IRWIN plans to donate 1,000 tickets to deserving tradesmen throughout 2013.

"Recognizing the efforts of America's tradesmen has been an integral part of IRWIN's philosophy over the last few years. In many ways, these men and women are the unsung heroes of our nation. Giving tradesmen tickets to Bristol's spring race weekend is the first of several events that we have planned for this year that will lead us up to the third annual National Tradesmen Day on September 20," said Curt Weber, IRWIN's Vice President of Marketing for IRWIN Tools. "Professional tradesmen are the backbone of our great nation. And to all of the men and women who use their hands to keep our country running strong, IRWIN Tools would simply like to say "THANKS."

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," Caldwell said. "Giving tickets to skilled tradesmen in this area, as well as in North Carolina, speaks volumes about IRWIN's appreciation for these amazing people. We're honored to host them at Bristol."

National Tradesmen Day is celebrated on the third Friday of September each year, and this year it will occur on September 20, 2013. To learn more, visit [www.nationaltradesmenday.com](http://www.nationaltradesmenday.com). The IRWIN Tools Night Race NASCAR Sprint Cup Series race is set for Saturday, August 24.

### 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](http://www.irwin.com). IRWIN invites the nation to celebrate **National Tradesmen Day**, on **Friday, Sept. 20, 2013**.

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