

## IRWIN Tools Urges Americans to Celebrate National Tradesmen Day on September 20, 2013

### IRWIN'S Quest to Ignite Discussion and Build Awareness for America's "Real Working Hands" Continues During the Third Annual National Tradesmen Day

**HUNTERSVILLE, N.C., April 29, 2013**— [IRWIN Tools](#) encourages all Americans to make plans to recognize and thank professional tradesmen – the men and women who are the backbone of this great nation – during the third annual [National Tradesmen Day](#) on September 20, 2013. IRWIN Tools, a world-class manufacturer of a broad line of professional hand tools and power tool accessories, initiated National Tradesmen Day three years ago to inspire the nation to show more appreciation and gratitude for skilled workers like auto mechanics, roofers, bricklayers, plumbers, woodworkers, electricians and carpenters – America's Real Working Hands.

Since IRWIN first set out to champion the vital role of tradesmen for building and maintaining our nation's infrastructure three years ago, IRWIN'S employees and retail partners have personally thanked tens of thousands of tradesmen and celebrated their unsung contributions across the country. Visit [www.nationaltradesmenday.com](http://www.nationaltradesmenday.com) to view a photo gallery from 2012 National Tradesmen Day events.

Earlier this year, IRWIN partnered with MediaPlanet Publishing to release its highly anticipated awareness campaign – "[Employing America](#)" – with the aim of educating readers about America's skilled labor gap. According to the report, "The average skilled worker is 56 years old. By 2030, 79 million people will have retired, while only 41 million new workers will enter the workforce. Most vacated jobs will require training and expertise our young people are not getting."

"IRWIN is thrilled about the momentum building across the country to bring more attention to the skilled labor gap and the employment opportunities for skilled tradesmen," said Rich Mathews, Senior Vice President of Marketing for IRWIN Tools. "It's vitally important that we say thanks and show appreciation to these hard working men and women who deserve our recognition."

IRWIN plans to launch a national television advertising campaign leading up to National Tradesmen Day, and will coordinate celebrations and recognition events throughout the country in 2013. For updates and information about National Tradesmen Day, visit [www.nationaltradesmenday.com](http://www.nationaltradesmenday.com) or [www.facebook.com/nationaltradesmenday](http://www.facebook.com/nationaltradesmenday).

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#### About IRWIN Tools

IRWIN Tools manufactures and distributes a broad line of hand tools and power tool accessories under the IRWIN® brand 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 **Sept. 20, 2013**.

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Additional assets available online:  [Photos \(1\)](#)

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