



Celebrate National Tradesmen Day September 21, 2012

America's tradesmen don't just put a roof over our heads. They give us a place to call "home." They give our kids a place to learn, so the next generation will be even stronger than the last. They keep us warm. They make sure our lights stay on. And they keep our water flowing. They keep our cars on the road, and our planes in the air. And they keep the world running, when the things we depend on break down.

Professional tradesmen are the backbone of our great nation. And to all of these men and women who use their hands to keep our country running strong, we would simply like to say "**THANKS.**"

In fact, IRWIN has created a day just for professional tradesmen — a day to celebrate all that they do to contribute so meaningfully to our lives in so many ways. And it's our hope that the entire nation will celebrate with us.

Please join us as we say "thanks" to tradesmen everywhere, and **celebrate National Tradesmen Day on September 21, 2012.**



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- WHO:** IRWIN® Tools, founder and primary “force” in support of a day-of-recognition for America’s professional tradesmen.
- WHAT:** **NATIONAL TRADESMEN DAY** – An annual day of recognition for America’s professional tradesmen. A celebration of the men and women who use their hands to build America and keep it running strong.
- WHERE:** At the national level, and in communities all across America, media, retailers, leaders, businesses and families will celebrate this day to demonstrate their appreciation for professional tradesmen and the significant role they play in our lives every day.
- WHEN:** Friday, September 21, 2012. The event began in 2011, and will occur annually on the 3rd Friday in September.
- WHY:** IRWIN Tools initiated National Tradesmen Day to honor and celebrate America’s professional tradesmen. The inaugural event was in 2011, and will occur this year on September 21, 2012. This national day of recognition will bring together all Americans to salute our nation’s tradesmen – “The Hands that Build America and Keep it Running Strong.”
- In communities across the nation, IRWIN aims to heighten awareness of the importance of professional tradesmen who contribute so meaningfully to our lives in so many ways. From building our homes, schools, and churches; to keeping our cars running; to keeping our lights on and keeping us warm; to fixing our leaky pipes – America’s professional tradesmen are the backbone of our great nation.
- While IRWIN is the founder and key impetus behind this annual event, tradesmen will be the central focus of the occasion.
- HOW:** On September 21, 2012, it’s our hope that **each of you** will help us celebrate National Tradesmen Day in the simplest of ways: Just say “Thanks” to the professional tradesmen who are all around you.

How IRWIN Tools Celebrated National Tradesmen Day in 2011 (the inaugural year)

America's tradesmen 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 their fellow Americans. To celebrate tradesmen's skill and contributions, IRWIN Tools participated in several initiatives across the country to salute and honor 'The Hands that Build America and Keep it Running Strong' as the inaugural National Tradesmen Day arrived.

- IRWIN invited **250 professional tradesmen to give the command for drivers to start their engines as they served as "Grand Marshals"** during pre-race ceremonies at the IRWIN Tools Night Race at Bristol Motor Speedway on Saturday, August 27, 2011.
- IRWIN gave away **1,000 grandstand tickets** to tradesmen in and around the Bristol, Tennessee area to experience *The World's Fastest Half-Mile* at the IRWIN Tools Night Race. It was simply a small gesture to show the company's appreciation for the contributions they make to America every single day.
- **Kenny Thompson, a concrete tradesman**, and the winner of the **IRWIN Tools Thank a Tradesman Sweepstakes**, won the "Pole Position" Grand Prize that included an exclusive VIP race weekend for two in Bristol, Tennessee from Aug. 25-28 for the IRWIN Tools Night Race and the NASCAR Nationwide Series event. Kenny also had an opportunity to win **\$1 million** if NASCAR driver Jamie McMurray won the IRWIN Tools Night Race on August 27. McMurray didn't win, but Thompson still had the time of his life!
- IRWIN gave the **two top winners of the SkillsUSA® 2011 National Automotive Service Technology Competition the IRWIN HANSON® Ultimate Experience** at the IRWIN Tools Night Race. **Adam Minihan of Laconia, N.H.;** and **Michael Mullen of San Luis Obispo, Calif.;** won an once-in-a-lifetime chance to work with legendary NASCAR crew chief and FOX/Speed analyst **Jeff Hammond**, as well as a NASCAR pit crew during the race weekend. IRWIN partner, Earnhardt Ganassi Racing with Felix Sabates, provided Minihan and Mullen with hands-on experience as they worked alongside the NASCAR Sprint Cup Series No. 1 team's pit crew to help the team prepare for the 500 grueling laps of the night race. After all their hard work, Minihan and Mullen watched the race from some of the best seats in the track, atop the No. 1 Earnhardt Ganassi Pit Box.
- Also at Bristol Motor Speedway, IRWIN gave race fans an opportunity to share how tradesmen have made a positive impact on their lives. The IRWIN event marketing display, in the Vendor Display Area, featured a **giant message board, where fans could thank their favorite tradesman by writing a personal message** for everyone to see. 1000s of "thank you" notes were captured.
- To promote and celebrate 2011's inaugural National Tradesmen Day, executives from IRWIN Tools, alongside **Delwyn Thornton**, the North American winner of the IRWIN Tools Ultimate Tradesman Challenge, and several professional tradesmen, were in New York City on **Sept. 1 to ring THE OPENING BELLSM at the New York Stock Exchange**.
- IRWIN Tools recently made a **\$10,000 donation to the mikeroweWORKS foundation**. Mike Rowe, creator, executive producer and host of Discovery Channel's *Dirty Jobs*, started this foundation to help improve the value of tradesmen in our society, and is focused on building a community among tradesmen with MikeRoweWorks.com.
- During the week of National Tradesmen Day, IRWIN coordinated **multiple jobsite events** and other activities throughout the nation, and partnered with retailers and community groups to ensure that the inaugural year's event set a strong precedent for the annual celebration.

"National Tradesmen Day should become a day when each one of us pauses to thank a tradesman," said Curt Rahilly, Vice President of Marketing for IRWIN Tools. "Too often, we forget how underappreciated these professionals are. IRWIN Tools deeply respects the role that professional tradesmen play in the world, and we are excited to celebrate their contributions all the way from Wall Street to Main Street U.S.A."

For more information about National Tradesmen Day, visit: www.nationaltradesmenday.com.



National Tradesmen Day FAQs and Responses

Note: This document serves as a guide for responding to questions about National Tradesmen Day. These responses can be used with customers, tradeshow attendees, or the media. Typically, ALL media inquiries should be directed to the marketing communications team. However, the IRWIN media policy has been relaxed for National Tradesmen Day so that ALL employees can proudly speak on behalf of National Tradesmen Day. The only parameters for this relaxed media policy are that ONLY leadership can speak with the media about brand strategy, financial performance, overseas manufacturing, etc.

If you are approached by media, and feel uncomfortable speaking “on the record” or on camera, please direct media to the Marketing Communications team.

Q1: How did IRWIN come up with the idea for ‘National Tradesmen Day’?

IRWIN has a long-standing commitment to professional tradesmen. We deliver on this commitment in the quality of the products we make for professionals who depend on their tools to get their jobs done every day. In addition, we want to recognize and celebrate the role of tradesmen in making our lives better. To elevate the role of tradesmen in our society, we introduced ‘National Tradesmen Day,’ slated this year for Friday, September 21st.

Q2: Is there a special reason for choosing September 21st as the official day for ‘National Tradesmen Day’?

‘National Tradesmen Day’ will be celebrated each year on the third Friday in September. We chose this timing for several reasons: first, we wanted to dovetail with Labor Day, which originally focused our nation’s attention on America’s workers; second, we wanted families to be back at work and in school, with hopes that they too would honor America’s professional tradesmen in their own inventive ways; and, finally, we selected a time period when building and construction across the nation typically would be active, so that we can honor tradesmen at the workplace.

Q3: How will IRWIN celebrate ‘National Tradesmen Day’?

We want to serve as a catalyst for events and celebrations across the nation, including media attention to our nation’s professional tradesmen, retailers’ special activities and hyper-local community and jobsite events. We are excited about the prospect of people embracing ‘National Tradesmen Day’ in personal and communal fashions that demonstrate their appreciation and creativity. The sky is the limit for honoring these skilled men and women who build our homes, fix our cars, keep our water and electrical supply lines functioning, and so much more.

Q4: Why have we not had a day to honor America’s tradesmen in the past?

Historically, our country recognized workers on Labor Day. That occasion has become almost a last-day-of-summer focus, and we now want to elevate the role of America’s tradesmen with a new, fresh, dedicated celebration of these skilled professionals who bring so much to our lives every day.

Q5: Who does IRWIN consider to be the core focus of America’s tradesmen?

America’s tradesmen are a diverse group of skilled men and women who use their hands to put a roof over our heads and give us a place to call home; who give our kids a place to learn, so the next generation will be even stronger than the first; who keep us moving; who keep us warm; who make sure our lights stay on; who keep our water running — in short, who make our nation as strong as it can be. Tradesmen include electricians, plumbers, auto mechanics, framers, masons, brick layers, roofers, maintenance and repair professionals, flooring installers, welders, and HVAC technicians, to name just a few.

Q6: The inaugural event in 2011 fell on Mexico’s Independence Day, and the event’s logo includes a Spanish translation of the words “National Tradesmen Day.’ Is there a special reason for this focus?

Our nation’s professional tradesmen are a tremendous blend of various skills and ethnicities, including strong representation of tradesmen with Hispanic backgrounds. We want ALL tradesmen to be honored by ‘National Tradesmen Day.’

Q7: What does the logo for ‘National Tradesmen Day’ represent?

The logo-mark shows an uplifted hand—an image of strength and confidence—clenching a pair of Vise-Grip locking pliers, a universal symbol of hard work and productivity. This image conveys power, and is a ‘quick-read’ for the role of tradesmen in our lives.

Q8: How can people get involved with ‘National Tradesmen Day’?

We at IRWIN welcome retailers, community groups, schools and families to help salute our nation’s professional tradesmen. To learn more, visit: www.nationaltradesmenday.com.

Q9: What specific activities does IRWIN envision as a part of ‘National Tradesmen Day’?

We know that the national media will be eager to support this celebration with editorial pages and news coverage. In addition, IRWIN will be honoring our nation’s tradesmen at jobsites, retail locations and throughout our network of retail partners, where we expect that retailers will be staging special events in honor of their tradesmen customers. At the local level, schools and individual construction-related firms will be planning their own ways to salute the working men and women of America. Looking ahead, we even hope that institutions such as the U.S. Postal Service will be willing to publish a stamp that honors professional tradesmen. The passion and creativity that this event will attract is truly boundless.

Q10: Why has IRWIN chosen to use the word ‘tradesmen’ when both men and women make up the professional trades?

‘National Tradesmen Day’ honors and celebrates the contributions of ALL tradesmen—both men and women—who help to build a strong America. The occasion is inclusive, as we recognize diverse groups of professionals in many trades and of every background.

Q11: Why has IRWIN moved its manufacturing to China? By having done so, is IRWIN genuine about its support of our nation's tradesmen and U.S. jobs?

National Tradesmen Day is not just about America’s professional tradesmen. It’s actually being celebrated throughout the world. IRWIN Tools has provided our nation's tradesmen with the finest quality products at a great value since 1885 — over 125 years. With manufacturing facilities located all around the globe, IRWIN guarantees that tradesmen all over the world can count on best-in-class tools, unparalleled product innovations, and superior value — a combination of quality and pricing that tradesmen count on every day. Our commitment to our nation's tradesmen is evident through other programs such as The Ultimate Tradesman Challenge, SkillsUSA, and National Tradesmen Day—a celebration of tradesmen that was introduced in 2011.

What to Say

Do you want to know what to say as you approach tradesmen on National Tradesmen Day? It's really pretty simple! There's no need to be formal. Just do what you're comfortable with. And remember that the day isn't about touting our products' features and benefits – it's simply about saying “thanks.” So you shouldn't be worried about tripping up over product communication. Just be yourself. Here are a few tips:

If you visit a jobsite near your home, or you're at a restaurant, convenience store, or other retail setting, and you see people who appear to be tradesmen approaching you, you can say something as simple as:

“Hey there. I work for IRWIN Tools. I noticed your truck says [Hendricks Plumbing]. Are you a plumber? Well, today is National Tradesmen Day, and on behalf of IRWIN Tools, I'd like to say thanks for keeping our water flowing and our toilets unplugged! I've got some cool t-shirts [insert other items if you want] that you can have in honor of National Tradesmen Day.”

If that's too much of a mouthful, just say:

“Today is National Tradesmen Day. I work for IRWIN Tools, and in honor of National Tradesmen Day, I'd like to say ‘thanks’ for all that you do as a [plumber]. I've got a few small tokens of appreciation for you.”

If you feel comfortable saying a lot more, try something like this:

“Hey there. Today is National Tradesmen Day. Can I tell you a little about it? America's professional tradesmen are the backbone of our great nation. They build our homes, roads, businesses, and schools. They keep our cars running, our lights on, our water flowing, and so much more. Think about what the world would be like if we didn't have plumbers, electricians, maintenance and repair professionals, siding installers — or someone to fix our air conditioning when it goes out on a 98-degree day! Well, IRWIN Tools feels that our nation's tradesmen deserve a national day of recognition. So IRWIN has created a day just for them — a day to celebrate all that they do to contribute so meaningfully to our lives in so many ways. And it's our hope that our entire nation will celebrate with us.”

IRWIN Brand Messaging

About IRWIN Tools

- IRWIN Tools is a global manufacturer of professional-grade hand tools and power tool accessories, including some of the most familiar brands in tool history:
 - VISE-GRIP® pliers and wrenches
 - MARATHON® circular saw blades
 - QUICK-GRIP® clamping tools
 - SPEEDBOR® wood-boring bits
 - STRAIT-LINE® marking tools
 - MARPLES fine woodworking tools
 - UNIBIT® step drill bits
 - HANSON® taps, dies, and extractors
- The **professional tradesman** is at the heart of **everything** that IRWIN does. Every tool we make starts with the tradesman in mind. These tradesmen need **tools that work as hard as they do**. We build tools that help the professional tradesman do his/her job better/faster/easier. IRWIN Tools is relentlessly dedicated to making tools that are built to the same high standards that professional tradesmen hold themselves to.
- IRWIN Tools is serious about honoring **professional tradesmen**. These are the men and women who use their hands to build our homes, fix our cars, and repair our leaky pipes. They keep the world running, when the things we depend on break down.
- For some people, it's just a job. A means to an end. But for professional tradesmen, it's often a calling. And, it's not just about doing their work. It's about doing their life's work. Think about it: **Their life's work makes our lives work!**
- When these professional tradespeople need tools to do the job the way it was meant to be done, IRWIN Tools deliver.

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