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IRWIN TOOLS NAMES SEPTEMBER 16, 2011 AS ‘NATIONAL TRADESMEN DAY’
National Celebration to Honor “The Hands That Build America”

HUNTERSVILLE, N.C., February 10, 2011 — America’s tradesmen: they build our homes, roads, businesses, and schools. They keep our cars running, our lights on, our water flowing, and so much more. They are the backbone of our functioning nation — and that’s why they deserve a national day of recognition according to [IRWIN® Tools](http://www.irwin.com), a world-class manufacturer of a broad line of professional hand tools and power tool accessories. IRWIN invites the nation to celebrate **National Tradesmen Day, on Friday, Sept. 16, 2011**. This day will focus the nation’s attention on “The Hands that Build America” and will include celebrations, recognition events and activities throughout the country.

“Tradesmen are the bedrock of America,” said Curt Rahilly, Vice President of Marketing for IRWIN Tools, “and we invite the nation to be a part of ‘National Tradesmen Day,’ to honor the men and women who contribute to our lives in so many meaningful ways.”

“We hope that, by focusing attention on professional tradesmen on this day, we will recognize the role that they play each and every day. All of us should thank the skilled workers who build America and keep our nation running strong. Whether through a national proclamation, or a simple box of doughnuts taken to a jobsite, we can show tradesmen that we appreciate their work,” Rahilly emphasized.

New Emblem Established for ‘National Tradesmen Day’

To initiate this annual celebration for America’s tradesmen, IRWIN introduces a new emblem to give ‘National Tradesmen Day’ a distinct graphical icon that spotlights the ‘real’ working hands.



IRWIN is coordinating multiple activities throughout the nation and is partnering with retailers and community groups to ensure that the inaugural year’s event sets a strong precedent for the annual celebration, according to Rahilly. Each year, the event will be held on the third Friday in September.

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

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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, 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.

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