



Celebrate National Tradesmen Day September 20, 2013

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. They are America's *real* working hands. 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 America's *real* working hands, and **celebrate National Tradesmen Day on September 20, 2013.**

Want to know how can you say thanks?

On National Tradesmen Day on September 20, 2013, IRWIN employees will be spending part of the day saying thanks to professional tradespeople. For most of us, we will focus on National Tradesmen Day itself. For some however (such as our sales representatives or key accounts team), the celebration might take place throughout the week.

Assemble a group, attend an information session and sign-up for a job-site event. Your group can find a location or contact Eric Thornburg for a jobsite event assignment.



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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 20, 2013. 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 20, 2013. 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 20, 2013, 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.