



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.**



Celebrate National Tradesmen Day

September 21, 2012

- 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.



Celebrate National Tradesmen Day

September 21, 2012

Quick Hits: 'National Tradesmen Day'

(If you can only say a couple of things about National Tradesmen Day, concentrate on these points.)

- To honor and celebrate the men and women who use their hands to build America and keep it running strong, IRWIN Tools is celebrating a national day-of-recognition for America's professional tradesmen.
- National Tradesmen Day is **Friday, September 21, 2012**. The inaugural event was in 2011, and will occur annually on the 3rd Friday in September.
- IRWIN Tools deeply respects the role that professional tradesmen play in the world, and places great value on the contributions they make to society each and every day. IRWIN is serious about celebrating professional tradesmen.
- IRWIN Tools will be cooperating with retailers and community leaders to demonstrate America's support of professional tradesmen.
- For more information, visit **www.nationaltradesmenday.com**

How We Speak: Consumer Communications

Visual and Verbal Theme:

Hands that Build America and Keep it Running Strong

Simple communications (preferred):

To all the tradesmen who keep our country running strong, IRWIN Tools would like to say “Thanks.”

Celebrate National Tradesmen Day
September 21, 2012

Simple communications (alternate):

Join us as we say “Thanks.”

Celebrate National Tradesmen Day
September 21, 2012

Simple communications (alternate):

National Tradesmen Day is September 21, 2012.

We hope you’ll celebrate with us.

Expanded communications:

To all the tradesmen who put a roof over our heads and give us a place to call home
(residential construction image)

To all the tradesmen who give our kids a place to learn, so the next generation will be even stronger than the last
(residential construction image or something that resembles a school if it becomes available)

To all the tradesmen who keep us moving
(automotive image)

To all the tradesmen who keep us warm
(HVAC image)

To all the tradesmen who make sure our lights stay on
(electrician image)

To all the tradesmen who keep our water running
(plumbing image)

To all the tradesmen who put it all back together
(welding image)

To all the tradesmen who keep the world running, when the things we depend on break down
(maintenance and repair image)

Expanded communications (part 2):

For some, it's just a job — a means to an end. But for you, what you do is who you are. It's a calling. It's a part of you. It's what sets you apart.

You hold yourself to the highest of standards, and you stay true to the things that are worth fighting for. You use your knowledge and your skill to build the foundation for everything that keeps the world running. Yet you remain humble. You care about what you do — a lot. And you love every minute of everything you do.

With you, it's not just about doing the work. It's about doing your life's work. And *your* life's work makes *our* lives work.

And for this, IRWIN Tools would like to say **"Thanks."**

In fact, we've created a day just for you — a day to celebrate all that you do to keep our country running strong. And it's our hope that our entire nation will celebrate with us.

[Use large NTD Logo and large date: September 21, 2012]

Advertising Copy

(Option 1)

Headline: America's Tradesmen: We Salute You!

Running Copy: To all the tradesmen who put a roof over our heads and give us a place to call home. To all the tradesmen who give our kids a place to learn, so the next generation will be even stronger than the last. To all the tradesmen who keep us warm, make sure our lights stay on, and keep our water running. And to all the tradesmen who use their hands to keep our country running strong, IRWIN Tools would like to say "THANKS."

(Option 2)

Headline: America's Tradesmen: We Salute You!

Running Copy: America's tradesmen: They put a roof over our heads and 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, make sure our lights stay on, and keep our water flowing. To all these tradesmen who use their hands to keep our country running strong, IRWIN Tools would like to say "THANKS."

[for both, use large NTD Logo and large date: September 21, 2012]

About IRWIN Tools

IRWIN Tools is a global manufacturer and marketer of a broad line of professional-grade hand tools and power tool accessories, including VISE-GRIP® pliers and wrenches, MARATHON® saw blades, QUICK-GRIP® clamping tools, SPEEDBOR® wood-boring bits, STRAIT-LINE® marking tools, UNIBIT® step drill bits, MARPLES® fine woodworking tools, and HANSON® taps, dies, and extractors.

IRWIN's tool brands are backed by a rich heritage, with over 100 years of experience behind them. All tools in the IRWIN family are designed to meet the needs of professional tradesmen – trade professionals who demand superior performance and durability on the job.

For more information, visit www.irwin.com.