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IRWIN Tools Names September 21, 2012 as 'National Tradesmen Day'

National Celebration to Honor "The Hands that Build America"

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](#), 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, September 21, 2012**. 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. Each of us should thank the skilled workers who work with their hands to build America and keep it 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.

Official Emblem Established for 'National Tradesmen Day'

To initiate this annual celebration for America's tradesmen in 2011, IRWIN introduced a new emblem to give 'National Tradesmen Day' a distinct graphical icon that spotlights the 'real' working hands.



In 2011, the inaugural National Tradesmen Day took place on Friday, September 16. Each year, the event will be held on the third Friday in September. This year, on September 21, IRWIN is coordinating multiple activities throughout the nation, and is partnering with retailers and community groups to ensure that this year's event continues to set a strong precedent for the annual celebration, according to Rahilly.

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