

Media Alert



IRWIN Tools Visits World Trade Center to Treat Tradesmen to Lunch in Celebration of National Tradesmen Day

WHAT: On National Tradesmen Day, an annual day of recognition for America's professional tradesmen, IRWIN Tools will say "thanks" to tradesmen in New York City. At the World Trade Center site, IRWIN will be distributing t-shirts and tools throughout the day, while treating hundreds of tradesmen constructing the Freedom Tower to lunch to show the company's appreciation for a their dedication to building our country's newest symbol of freedom and prosperity.

WHO: IRWIN® Tools, a world-class manufacturer and marketer of a broad line of professional hand tools and power tool accessories.

WHERE: World Trade Center
PATH Station
70 Vesey Street

WHEN: Friday, September 16, 2011 from 6 a.m. to 3 p.m.

WHY: National Tradesmen Day, initiated by IRWIN Tools, is to honor and celebrate America's professional tradesmen, with the inaugural event on September 16, 2011. 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." 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.

MEDIA

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