

## A Sampling of IRWIN Tools Activities in 2011 to Celebrate National Tradesmen Day

America's tradesmen roll up their sleeves every day to build new roads; repair our cars, trucks and planes; and cool and heat our homes — oftentimes without recognition or appreciation from their fellow Americans. To celebrate tradesmen's skill and contributions, IRWIN Tools participated in several initiatives across the country to salute and honor 'The Hands that Build America and Keep it Running Strong' as the inaugural National Tradesmen Day arrived.

- IRWIN invited **250 professional tradesmen to give the command for drivers to start their engines as they served as "Grand Marshals"** during pre-race ceremonies at the IRWIN Tools Night Race at Bristol Motor Speedway on Saturday, August 27, 2011.
- IRWIN gave away **1,000 grandstand tickets** to tradesmen in and around the Bristol, Tennessee area to experience *The World's Fastest Half-Mile* at the IRWIN Tools Night Race. It was simply a small gesture to show the company's appreciation for the contributions they make to America every single day.
- **Kenny Thompson, a concrete tradesman**, and the winner of the **IRWIN Tools Thank a Tradesman Sweepstakes**, won the "Pole Position" Grand Prize that included an exclusive VIP race weekend for two in Bristol, Tennessee from Aug. 25-28 for the IRWIN Tools Night Race and the NASCAR Nationwide Series event. Kenny also had an opportunity to win **\$1 million** if NASCAR driver Jamie McMurray won the IRWIN Tools Night Race on August 27. McMurray didn't win, but Thompson still had the time of his life!
- IRWIN gave the **two top winners of the SkillsUSA® 2011 National Automotive Service Technology Competition the IRWIN HANSON® Ultimate Experience** at the IRWIN Tools Night Race. **Adam Minihan of Laconia, N.H.; and Michael Mullen of San Luis Obispo, Calif.;** won an once-in-a-lifetime chance to work with legendary NASCAR crew chief and FOX/Speed analyst **Jeff Hammond**, as well as a NASCAR pit crew during the race weekend. IRWIN partner, Earnhardt Ganassi Racing with Felix Sabates, provided Minihan and Mullen with hands-on experience as they worked alongside the NASCAR Sprint Cup Series No. 1 team's pit crew to help the team prepare for the 500 grueling laps of the night race. After all their hard work, Minihan and Mullen watched the race from some of the best seats in the track, atop the No. 1 Earnhardt Ganassi Pit Box.
- Also at Bristol Motor Speedway, IRWIN gave race fans an opportunity to share how tradesmen have made a positive impact on their lives. The IRWIN event marketing display, in the Vendor Display Area, featured a **giant message board, where fans could thank their favorite tradesman by writing a personal message** for everyone to see. 1000s of "thank you" notes were captured.
- To promote and celebrate 2011's inaugural National Tradesmen Day, executives from IRWIN Tools, alongside **Delwyn Thornton**, the North American winner of the IRWIN Tools Ultimate Tradesman Challenge, and several professional tradesmen, were in New York City on **Sept. 1 to ring THE OPENING BELL<sup>SM</sup> at the New York Stock Exchange**.
- IRWIN Tools recently made a **\$10,000 donation to the mikeroweWORKS foundation**. Mike Rowe, creator, executive producer and host of Discovery Channel's *Dirty Jobs*, started this foundation to help improve the value of tradesmen in our society, and is focused on building a community among tradesmen with [MikeRoweWorks.com](http://MikeRoweWorks.com).
- During the week of National Tradesmen Day, IRWIN coordinated **multiple jobsite events** and other activities throughout the nation, and partnered with retailers and community groups to ensure that the inaugural year's event set a strong precedent for the annual celebration.

"National Tradesmen Day should become a day when each one of us pauses to thank a tradesman," said Curt Rahilly, Vice President of Marketing for IRWIN Tools. "Too often, we forget how underappreciated these professionals are. IRWIN Tools deeply respects the role that professional tradesmen play in the world, and we are excited to celebrate their contributions all the way from Wall Street to Main Street U.S.A."

For more information about National Tradesmen Day, visit: [www.nationaltradesmenday.com](http://www.nationaltradesmenday.com).