



A Newell Rubbermaid Brand

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**Picnics Mark Summer's End Though Labor Day's Real Meaning Fades**  
IRWIN Tools Urges Americans to Celebrate National Tradesmen Day on September 20

HUNTERSVILLE, N.C. (September 4, 2013) — Labor Day 2013 has come and gone, and was, by modern standards, a success. Yet, as the barbeque cools, what have we done to honor the *real* working hands that build America and keep it running strong?

The original Labor Day celebration was a 'thank you' to America's skilled labor force. However, in 2011 IRWIN Tools took note that much of that messaging and recognition are missing from today's observance of the holiday, prompting the creation of [National Tradesmen Day](#). This year, September 20 marks the third annual celebration of National Tradesmen Day, a day to salute America's professional tradesmen.

Senior Vice President of Marketing for IRWIN Tools, Rich Mathews said, "Tradesmen keep our country running and should be honored. It is important that we take the time to say 'thanks' to the plumbers, welders, builders, electricians and other skilled professionals who work every day so that we can maintain the quality of life we have come to enjoy."

Mathews added, "Equally important, as the skills gap in America grows, we must not only thank the current skilled tradesmen but also work to change the perception of the trades so that America's youth will consider a career in the trades."

To publicly recognize and honor tradesmen for their contributions to our society, IRWIN is celebrating the third annual occurrence of National Tradesmen Day with a national media campaign that will culminate in appreciation events in New York City, Chicago, Charlotte and hundreds of other jobsites nationwide. IRWIN employees and retail partners will personally thank tens of thousands of tradesmen for keeping our country running strong. IRWIN encourages all Americans to say thanks to our nation's skilled trade professionals on National Tradesmen Day.

For information on National Tradesmen Day or ideas about how you can recognize tradesmen in your community, visit [www.nationaltradesmenday.com](http://www.nationaltradesmenday.com) or <http://www.facebook.com/nationaltradesmenday>.

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**About IRWIN Tools**

IRWIN Tools manufactures and distributes a broad line of hand tools and power tool accessories under the IRWIN® brand including VISE-GRIP® pliers and wrenches, MARATHON® saw blades, QUICK-GRIP® clamping tools, SPEEDBOR® wood drilling bits, STRAIT-LINE® marking tools, UNIBIT® step drill bits, MARPLES® fine woodworking tools, and HANSON® taps and dies. IRWIN Tools is a part of Newell Rubbermaid's global portfolio of leading brands. For more information, call 1-800-GO-IRWIN or visit [www.irwin.com](http://www.irwin.com). IRWIN invites the nation to celebrate **National Tradesmen Day**, on **Sept. 20, 2013**.

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