



A **Newell Rubbermaid** Brand

**For Immediate Release**

## **Professional Tradesmen To Be Honored on National Tradesmen Day Friday, September 20**

IRWIN Tools Leads Effort to Honor America's **Real** Working Hands with  
Appreciation Events Across the Country

HUNTERSVILLE, N.C. (September 18, 2013) — From New York City to Chicago, Charlotte to Boston, tradesmen are being honored across America this Friday on **National Tradesmen Day**. This day of celebration is a day to say “thanks” to plumbers, electricians, auto mechanics and other skilled tradesmen who typically receive little recognition for important work that keeps our nation running strong. This year’s recognition includes appreciation events at jobsites and building supply centers, individual gestures of thanks throughout the nation and a multi-million dollar advocacy campaign by IRWIN Tools thanking America’s skilled tradesmen.

On Friday, a mega event at One World Trade Center in New York City will provide opportunity for IRWIN employees to personally thank the five thousand tradesmen who raised this building above Ground Zero. Other events will take place in Chicago, Charlotte, Boston and other cities across the country. In total, IRWIN and its retail partners will personally thank 125,000 professional tradesmen on National Tradesmen Day.

“Tradesmen are accustomed to having their work overlooked and taken for granted,” said Rich Mathews, Senior Vice President of Marketing for IRWIN Tools. “These men and women deserve their own special day of recognition to know we appreciate the hard work they put in each day. IRWIN Tools is proud to lead this effort and I hope people nationwide will join us.”

IRWIN initiated National Tradesmen Day in 2011. Each year it takes place on the third Friday of September. All Americans can take part in National Tradesmen Day by acknowledging the work tradesmen do each day.

For information on National Tradesmen Day or for ideas about how you can recognize tradesmen, 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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