SkillsUSA NATIONAL SIGNING DAY
May 8, 2019

HONORING HIGH SCHOOL SENIORS ENTERING RESIDENTIAL WIRING, BUILDING TRADES AND RENOVATIONS, HVAC or PLUMBING

Presented by KLEIN TOOLS and SkillsUSA

03/13/19
• Publicly acknowledge and honor students embarking on a career in the trades
• Spotlight the successes of SkillsUSA
• Engage students’ families, employers, and communities
• Educate about the skilled trades gap and available work opportunities
• Celebrate aspiring professionals and introduce them to Klein Tools, an industry-leading brand
In a style similar to “National Signing Day” events for high school student athletes, seniors pursuing opportunities in the skilled trades will celebrate their career plans by signing “letters of intent” on May 8, 2019.

SkillsUSA Advisors and/or school principals will make opening remarks, play an introductory video and then recognize each student as they announce their career plans.
After students sign their “letters of intent” for a job offer, apprenticeship opportunity, or advanced technical training, each will be presented with a Klein “signing gift” (ARV $60), which includes:

- One pair of Klein Pliers
- One Klein Tools t-shirt
- One Klein Tools hat
- New Trade Professional special offer, redeemable for a discounted Klein Tools toolkit at Home Depot

$300,000+ Total Value
• Klein will shoot live video look-ins of event proceedings at (5) representative high schools in different regions across the country

• Klein leadership, SkillsUSA leadership and a soon-to-be-announced celebrity spokesperson will host the National Signing Day broadcast and video/social content

• Media and public can find important assets, such as b-roll, logos and imagery, at the dedicated National Signing Day website: www.kleintools.com/nsd
• Up to 500 SkillsUSA high school chapters, which have strong Residential Wiring, Building Trades and Renovations, HVAC or Plumbing programs will receive a National Signing Day kit to conduct a personalized event at their school

• The National Signing Day kit will include:
  – SkillsUSA and Klein Tools co-branded banner/table cloth
  – Klein “signing gift” kits for committed students
  – USB drive with National Signing Day videos, PowerPoint presentation templates, media advisories, press releases and other necessary event day information
Klein Tools, SkillsUSA and The Home Depot partner to celebrate thousands of high school seniors dedicated to pursuing a career in the skilled trades across the United States.

Opportunities in the skilled trades are in high demand due to an immense labor shortage, the students recognized on National Signing Day are committed to fulfilling these roles.

Follow Klein Tools on social media for more information and live event footage on May 8, 2019.