



**FOR INTERNAL REVIEW**

**CONTACT:**

Nicole Hayden  
Dremel  
224-232-3032

[nicole.hayden@us.bosch.com](mailto:nicole.hayden@us.bosch.com)

Tara Gudger  
Lowe's Companies, Inc.  
704-758-4152

[tara.gudger@lowes.com](mailto:tara.gudger@lowes.com)

**DREMEL<sup>®</sup> AND LOWE'S TEAM-UP FOR DERBY DAYS**

*In-store clinics and how-to website help fans build the ultimate racecar*

MT. PROSPECT, Ill. (Jan. 7, 2015) –Beginning in Jan. 2015, Dremel<sup>®</sup> will offer a series of in-store clinics at Lowe's to help families design and build a race-worthy Pinewood Derby<sup>®</sup> Car. On select Saturdays in January and February, customers can visit the annual Dremel and Lowe's Derby Days clinics where they will learn tips and techniques to help them build the ultimate racecar.

Occurring annually, Pinewood Derby Car races have been held by various schools, organizations and groups since the mid-1950s as a way to promote sportsmanship and teamwork among students while they learn new skills. Dremel and Lowe's have partnered since 2004 to provide clinics for race enthusiasts. The two companies encourage parents to build derby cars with their kids as a unique bonding experience because "they grow up fast," which is driving the new program theme this year.

The 2015 clinics will be held Jan. 17, Jan. 31, Feb. 7 and Feb. 21 from 11:00 a.m. to 1:00 p.m. at select Lowe's locations nationwide. Customers are encouraged to call their local store to confirm dates and times of the clinics. With the help of Dremel tools and accessories, participants will learn how to create a derby car that will turn heads on the race course without needing an elaborate workshop of tools. In addition, clinic participants will receive a Pinewood Derby Days patch and a coupon for 10 percent off their purchase of select Dremel tools, accessories and attachments.

"Pinewood Derby<sup>®</sup> racing events are an excellent opportunity for families to work on a hands-on project together," said Tim Turbett, Director of Brand Marketing. "Since 2004 in partnership with Lowe's, our Pinewood Derby Days clinics have helped young racers construct amazing personal creations, and we look forward to seeing this year's new designs."

Once racers have built their car, they are invited to visit [Facebook.com/Dremel](http://Facebook.com/Dremel) to enter a photo for the chance to win a two-day motor sports race experience. Winners will receive airfare, lodging, transportation, meals and premier tickets to a race. From January 17 to February 28, participants can upload a photo of their ultimate racecar on Facebook or share their photo on Twitter or Instagram tagged with #DerbyDaysContest. The winner will also have his or her design on display in Lowe's stores during the 2016 season. For help getting started, racers can visit [www.dremelderby.com](http://www.dremelderby.com) to access a library of online tools including a detailed step-by-step construction guide, car design templates, a how-to video and much more.

**About Dremel**

Celebrating 80 years in business since inventing the high-speed rotary tool 78 years ago, Dremel has become the trusted name in high-speed rotary tool technology, providing creative solutions for hands-on professionals, homeowners, craftspeople and artists alike. The Dremel brand's leadership in design and manufacturing has made it the top-selling rotary tool in the world, a reflection of the company's commitment to innovation and quality.

Today, as a wholly owned subsidiary of the Robert Bosch Tool Corporation in Mount Prospect, Ill., Dremel continues to build upon this legacy with a full line of versatile tool systems, including rotary tools and accessories, oscillating tools and accessories and multi-saw tools delivering the perfect solution for almost any job. Regardless of what the task may be, users quickly realize they can depend on the Dremel brand to provide the satisfaction of a job well done.

For information on Dremel products, project ideas and problem-solving tips, visit us at [www.dremel.com](http://www.dremel.com) or call Dremel at 1-800-437-3635.

**About Boy Scouts of America**

The Boy Scouts of America is one of the nation's largest and most prominent values-based youth development organizations. The BSA provides a program for young people that builds character, trains them in the responsibilities of participating citizenship, and develops personal fitness.

For over a century, the BSA has helped build the future leaders of this country by combining educational activities and lifelong values with fun. The Boy Scouts of America believes—and knows, through over a century of experience—that helping youth is a key to building a more conscientious, responsible, and productive society.

###