

## **ROCKLER CELEBRATES 60 YEARS OF WOODWORKING**

### Calling on Woodworkers to Share Their Best Stories

MEDINA, MN (July 22, 2014) - Rockler Woodworking and Hardware is reaching out to woodworkers everywhere to help celebrate 60 years in the woodworking business. Since its genesis in 1954, the company philosophy has always been focused on being a leader in woodworking innovation, skill-building and learning resources, and providing the best possible customer service. To help celebrate 60 years of woodworking history, Rockler is inviting woodworkers to submit their favorite stories and photos. Many of these personal woodworking stories will be displayed on the company's website as part of a special section made specifically for the 60th anniversary.

Ideas for types of stories to submit include favorite memories in the shop, memorable triumphs or mishaps, lessons learned through woodworking, and favorite or most meaningful projects. Submissions should be sent to [celebrate60@rockler.com](mailto:celebrate60@rockler.com). The collection of customer stories will be featured at [Rockler.com/celebrate-60](http://Rockler.com/celebrate-60). Authors of the stories chosen to be featured will be entered into a drawing for a \$100 Rockler Gift Card.

The Rockler story began in 1954, when Nurdy Rockler started the Minnesota Woodworkers Supply Company in a garage in north Minneapolis. Over the last 60 years, that small mail-order business has expanded and evolved into the Rockler Woodworking and Hardware of today: an industry-leading source of tools and supplies with a publishing division, a nationwide network of retail stores and an international presence through the catalog and website.

"We are proud to reflect on 60 years in the woodworking industry, but the Rockler story is not just about the company," says Scott Ekman, Rockler's Vice President of Marketing. "It's about generations of woodworkers who have created special memories through their projects. Woodworkers, and our customers in particular, are at the center of everything we do. We look forward to celebrating their stories which represent the heart and soul of woodworking."

#### **ABOUT ROCKLER WOODWORKING AND HARDWARE**

Celebrating its 60th year as a family-run business, Rockler Woodworking and Hardware is the nation's premier supplier of specialty hardware, tools, lumber and other high quality woodworking and do-it-yourself products. Rockler has 29 retail locations in AZ, CA, CO, GA, IL, IN, MA, ME, MI, MN, MO, NH, NY, OH, OR, PA, TX, WA, and WI, as well as extensive catalog and internet operations.

To learn more about Rockler, please visit [www.rockler.com](http://www.rockler.com) or call 1-877-ROCKLER.