

ROCKLER TO HOST 2ND ANNUAL NORDYS VIDEO CONTEST

Entrants Submit Original Woodworking Videos to Compete for \$1200 Grand Prize Package

MEDINA, MN (December 19, 2013) - Rockler Woodworking and Hardware has introduced its 2nd annual Nordys Woodworking Video Contest, referred to simply as The Nordys, named after Rockler's founder, Nurdy Rockler. The contest will begin on January 6, 2014 with an announcement and call for entries on Rockler's Facebook page. Each year, the contest is centered around a theme, and the theme for 2014 is to "Inspire the Future Generation of Woodworkers". Entrants are eligible to win in the People's Choice and Academy Choice categories. The public vote on Facebook will determine the People's Choice winners and the Academy will determine the winners in their category.

The Grand Prize in the Academy Choice category is an Ultimate Router Table Package valued at over \$1,200.00, complete with HPL Router Table and Stand, Ready2Rout Fence, Porter Cable 690LR Router, casters, and a bundle of accessories. Top prize in the People's Choice category is an Ultimate Finishing Package complete with Quart and Gallon size Mixing Mate Paint Lids, an HVLP Sprayer, Bench Cookie® Work Grippers and a bundle of accessories. The Academy runner up will receive a Turning Prize Pack, and the People's Choice runner up wins a Gluing Prize Pack.

Nordys entrants are encouraged to use their creativity to create video submissions lasting two minutes or less that show woodworking in ways that will get younger viewers interested in the craft of woodworking. Entries will be accepted between January 6 and February 22, 2014. The videos will be posted on YouTube for public viewing and on the Rockler Facebook page, which is where voting will occur. The videos will also be reviewed by a panel of Rockler judges (the "Academy").

"The Nordys are a fun way for woodworkers to inspire and promote woodworking to a wider audience on the internet," says Scott Ekman, Rockler's Vice President of Marketing.

Voting will end February 27 and winners will be announced the week of March 4, 2014.

ABOUT ROCKLER WOODWORKING AND HARDWARE

Celebrating its 59th 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 – plus 60 partner locations nationwide, as well as extensive catalog and internet operations.

To learn more about Rockler, please visit www.rockler.com or call 1-877-ROCKLER.

