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FOR IMMEDIATE RELEASE

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KEN-TOOL ANNOUNCES VIDEO CONTEST TO PROMOTE BREAST CANCER AWARENESS

Ken-Tool, a provider of specialty hand tools, has announced its “Ken-Tool Cares” online video contest in support of Breast Cancer Awareness Month, throughout October of 2019.

Ken-Tool will offer only pink-colored T45A tire irons for sale through their distribution channel from Oct 1-Oct 31, 2019. Participants will be encouraged to show their support by purchasing a pink T45A and making a short video of themselves with the tool. Contestants are encouraged to be creative; e.g., demonstrating how they use the tool for mounting or demounting a tire, telling a personal story about their relationship to cancer, etc.

A percentage of the proceeds of the pink T45A tire iron sales will be donated to The Lee Giller Male Breast Cancer Fund to support breast cancer research and the Camp Quality USA Ohio Chapter.

“Ken-Tool is pleased to take a stand against breast cancer, which is the second most common kind of cancer in women. While breast cancer is much more prevalent in women, over 3,000 men are expected to be diagnosed with this disease as well this year” said Ben Graham. “As many others have, the Ken-Tool family has been affected by breast cancer. By raising awareness about breast cancer and breast cancer screenings, we all can work together to keep women and men healthy.”

Video entries can be uploaded to a dedicated page on the company website at [www.kentool.com/cares](http://www.kentool.com/cares). One Grand prize video entry will be selected to win $1,000.00 in Ken-Tool products for their shop. The runner-up video will receive $500.00 in Ken-Tool products, the second runner up will get $250.00 in Ken-Tool products, and the 3rd and 4th runner up will receive $100.00 in Ken-Tool products. The winners will be based on creativity, originality, and performance.

The winning video will be featured on Ken-Tool’s Facebook page, YouTube channel, and company website. The contest will run from October 1st – November 30th, and the winner will be announced December 6th.

To learn more about Ken-Tool’s “Ken-Tool Cares” Contest, watch the official campaign introductory video on Ken-Tool’s Facebook page or visit [www.kentool.com](http://www.kentool.com)/cares. A complete copy of Ken-Tool’s “Ken-Tool Cares” terms and conditions are available online at [www.kentool.com/cares](http://www.kentool.com/cares).

Ken-Tool is the world’s leading manufacturer of professional tire-service hand tools. Headquartered in Akron, Ken-Tool has been providing the tire industry and automotive aftermarket with quality products for almost 100 years. For more information visit [www.kentool.com](http://www.kentool.com).

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