



December 5, 2024

TO ALL IBEW FIRST DISTRICT LOCAL UNIONS

RE: Milwaukee Giveaway with IBEW Canada

Greetings:

2024 marked 100 years since the inception of Milwaukee Tool, a well-known brand among IBEW members.

To celebrate this achievement, Milwaukee has partnered with IBEW Canada to run an incredible **giveaway exclusively for IBEW members in Canada, Powering 100 Trades with 100 Kits. IBEW members will have a chance to win one of 100 Milwaukee Premium Hand Tool Kits valued at over \$250.**

HELP US SPREAD THE WORD!

We request your assistance spreading the word through your local's preferred member communications channels.

To make this as easy as possible, Milwaukee has created a variety of marketing assets.

- **A one-page, clickable PDF document with QR code.** This document can be shared online or printed and displayed in your local union hall. The QR code makes it easy for members to scan and enter the contest from their phones.
- **A JPG image to promote the contest.** This image can be used for social media promotion with the appropriate link (included below)
- **A website banner** to call attention to the contest on your website with the appropriate link (included below)

The materials can be downloaded [HERE](#).

Full contest details and entry instructions may be found on the contest landing page:
<https://bit.ly/milwaukee100en>



The contest will end on Sunday, January 5, 2025, at 11:59 PM (EST)

We appreciate your help in making the holiday season a little more special for 100 lucky IBEW members nationwide!

In solidarity,

A handwritten signature in blue ink, appearing to read "Russ Shewchuk".

Russ Shewchuk
International Vice President

RS/sh

cc: International Representatives
IBEW System Council #11
IBEW CCO