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CHANNELLOCK® ANNOUNCES 2020 TRADE SCHOOL TRADE-UP COMPETITION AND TRADE TRAVELERS TOUR

MEADVILLE, PA (JAN. 2, 2020) – Now in its third year, Channellock, Inc.’s Trade School Trade-Up Competition continues to help close the national skills gap by funding initiatives and tools that will largely impact America’s future tradesmen and women. This year will be the largest year ever for the event, as CHANNELLOCK® will now sponsor two competitions – one in the spring and the other in the fall. In addition, the company is launching its Trade Travelers tour this spring.

“In light of the growing skills gap, it is important that we find passionate, hardworking students in our younger generations to join skilled trades,” said Ryan DeArment, Vice-President of Sales and Marketing for Channellock, Inc. “This unique competition offers students the opportunity to showcase the value of their education as they train for their future careers.”

How to enter

If you’re a student in plumbing, HVAC, welding, automotive and electrical trades, you are eligible to participate. This year, our challenge is simple: show us why your program deserves a classroom makeover. To submit an entry, get a group together to create a short film showcasing your team’s skills in action. We want to see what makes your program special. You’ll be graded on passion, content and need. Check out last year’s [first-place winner](#) for inspiration.

When

Jan. 2: Submission period begins
Feb. 12: Submission due date
Feb. 19: Top 3 announced
Feb. 20-22: Voting through [Facebook](#)
Feb. 23: Winners announced

What could you win?

1st Place: \$5,000 cash prize, CHANNELLOCK® tools for team members and classroom, a classroom makeover with CHANNELLOCK BLUE® wall paint and fatheads
2nd Place: \$2,500 cash prize, CHANNELLOCK® tools for all team members and their classroom
3rd Place: \$1,000 cash prize, CHANNELLOCK® tools for all team members and their classroom

Learn more about the competition and how to enter by visiting <http://www.channellock.com/tradeup>.

Trade Travelers Tour

Also new in 2020, CHANNELLOCK® will kick off its first ever Trade Travelers Tour, embarking on a journey to visit top trade schools across the country. The tour will begin in Channellock’s hometown of Meadville, PA, at the Crawford County Career and Technical Center, then travel to leading trade schools across the country, ending with a grand finale celebration at the spring Trade School Trade-Up winner’s school.

“During our Trade Travelers Tour, we’ll be giving away special CHANNELLOCK® tool sets to up and coming tradesmen and women,” DeArment added. “In addition, we’ll also be sponsoring educational opportunities with CHANNELLOCK® pros, where students can learn from seasoned experts in their chosen trade.”

About Channellock, Inc.

Channellock, Inc., is a worldwide leader in the manufacture of high-quality pliers and assorted hand tools, including iconic, American-made CHANNELLOCK® Tongue & Groove Pliers, which can be found in quality retailers around the world. Founded by George B. DeArment in 1886, the Meadville, Pennsylvania-based company is now in its fifth generation of family ownership and operation. For more information on CHANNELLOCK® products, the company’s rich history, sales contacts and current news, visit www.channellock.com. To stay connected with Channellock, Inc., like us on [Facebook](#) or follow CHANNELLOCK® on [Twitter](#) and [Instagram](#).

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