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Pro Motion Kicks Off 2nd Year of Fiskars Discover the Difference Tour

#FiskarsRoadTrip Puts Yard and Garden Tools in the Hands of 65,000 People
with 70 Stops in 14 Cities in 4 Months



St. Louis (March 30, 2015) – [Fiskars](#), a leading global supplier of home and garden products, has teamed up again with experiential and event marketing leader Pro Motion to launch the Fiskars Discover the Difference Tour. Running through June, this mobile marketing tour will make more than 70 stops in 14 cities in four months and put Fiskars' yard and garden tools into the hands of more than 65,000 people.

Each tour stop gives attendees an opportunity to try out a variety of Fiskars products, including the new [PowerGear2™ pruning tools](#), which have been re-engineered from head to toe to make the best garden tools even better. With advancements in comfort, durability and mechanics, PowerGear2™ tools use gears to multiply leverage and provide up to three times more power for cutting branches than traditional tools. Attendees can learn more about the best garden tools available for the upcoming season and win Fiskars prizes.

“Fiskars is excited to hit the road again this year, to help consumers discover the difference the right tool can make as they tackle spring yard work, said Fiskars Director of Marketing Communications Maggie Younggren. “Spring clean-up is hard work and we want to give consumers tools that not only work as hard as they do, but tools that make projects easier. We’re excited to get our latest and greatest PowerGear2™ pruning tools into consumer’s hands to try for themselves.”



The tour started in Chicago on March 5, and will visit retailers, farmers markets and gardening events in Dallas, New Orleans, Baltimore, Philadelphia and more through mid-June. The full schedule, along with information on Pro Motion Fiskars' Tour Managers Leah, Dallas and Chris can be found on Fiskars.com.

"As we follow the #FiskarsRoadTrip as the tour winds across the U.S., we know consumers will love trying Fiskars' new PowerGear2™ pruning tools for the first time. There's a lot of value in allowing a consumer to try a product firsthand and we love creating a fun experience for everyone who stops by or follows the tour on social media," says Steve Randazzo, Pro Motion president. "It's exciting for Pro Motion to work again with this world-famous brand, and we're looking forward to another big win with this tour."

Pro Motion brought back the 2012 Airstream travel trailer to serve as a roaming embodiment of the Fiskars brand again this year. Pro Motion Tour Managers have piloted everything from Smart Cars to Tractor Trailers in more than 250 mobile marketing tours for some of the world's most beloved brands, including The Walt Disney Company, Duck Brand Duct Tape, Tractor Supply Company, the NBA, and more.

About Pro Motion

For the past 20 years, Pro Motion has been an award-winning nationally recognized leader in the Experiential Marketing and Event Production industries. We create Brand Fanatics via mobile vehicle tours, special events and street teams. Our programs increase our client's Brand Vitality by building deep emotional connections with their customers, ultimately, converting triers into buyers. For more information, visit www.promotion1.com or follow Pro Motion on Facebook or Twitter.

About Fiskars

Fiskars Corporation is a leading global supplier of consumer products for the home, garden and outdoors. The world famous orange-handled scissors are a registered trademark of Fiskars Corporation. The group has a strong portfolio of trusted international brands including Fiskars (the World's #1 Scissors Brand), Iittala and Gerber. Additionally the Fiskars Americas portfolio includes Gingher, American Designer Pottery and watering brands Nelson and Gilmour. Founded in 1649, Fiskars has 365 years of product quality excellence and is Finland's oldest company. Please visit www.fiskars.com and www.facebook.com/fiskars.