



**FOR IMMEDIATE RELEASE**

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**MASTER LOCK LAUNCHES 2015 CAMPAIGN TO HELP YOU STAY SAFE  
THROUGH EVERY LIFE STAGE AND SEASON**

*Campaign kicks off with Twitter sweepstakes to benefit American Red Cross*

**MILWAUKEE, Wisc., January 19, 2015** – Master Lock, the world’s largest manufacturer of padlocks, today announced its continued focus on helping consumers stay safe with a yearlong campaign dedicated to safety through every life stage and season. To kick off the campaign, Master Lock will ask consumers via Twitter to share the time in their life when safety and security has been most top of mind. For every tweet posted with the hashtag #MasterLockProtects a \$1 donation will be made to the American Red Cross up to \$10,000. The campaign will continue throughout the year with a series of safety tips and advice for every life stage and season.

“Each new life stage and season brings new adventures, excitement and memories. It also brings new safety and security considerations. From childhood, to marriage, homeownership, retirement and beyond, Master Lock is there to help protect consumers as their security needs evolve with these memorable life events,” said Rebecca Smith, vice president, marketing for Master Lock. “Through this campaign, Master Lock will show its dedication to providing a full range of reliable, easy-to-use products as well as resources consumers need to keep themselves, loved ones and valuables safe throughout the year and their lives.”

**Sweepstakes and Donation**

When in your life has safety and security been most top of mind? Starting today through January 31, participants who tweet their reply to this question using #MasterLockProtects will generate a \$1 donation to the American Red Cross and will be entered for the chance to win one of 20 prize bundles. Each winner will receive a \$100 Visa gift card and various Master Lock products to help keep consumers safe through different life stages and seasons.

Master Lock will donate an initial \$10,000 to the American Red Cross and will donate up to an additional \$10,000 based on consumer participation in the sweepstakes for a total of \$20,000 in donations – just one way the company hopes to keep consumers safe and secure through all life stages and seasons. Master Lock’s donation will support the urgent needs of the American Red Cross mission, whether it is responding to a disaster, collecting lifesaving blood, teaching skills to save a life, or assisting military members and their families during emergencies. This marks the second Twitter sweepstakes that Master Lock has hosted to benefit the American Red Cross. In 2014, Master Lock donated more than \$15,000 to the organization.

**Yearlong Education**

Throughout the year, Master Lock will continue to provide educational information to consumers on remaining safe and secure through various life stages and seasons. These tips will be available on [www.masterlock.com](http://www.masterlock.com), and will address the following topics:

- Senior Safety
- Tax Tips for All Life Stages
- Safe Moving / New Home Safety

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- Marriage / Newlyweds
- Back to School
- First Job / New Job
- Fall Family / Home Safety

Master Lock's Live Secure Safety Squad blog panel will join the conversation and provide personal tips, stories, advice and product recommendations for remaining safe and secure through various life stages and seasons. Below are the participating blogs to follow:

- [Susan Heim on Parenting](#)
- [Tech Savvy Mama](#)
- [Mommy Kat and Kids](#)
- [Nicole's Nickels](#)
- [Three Different Directions](#)
- [5 Minutes For Mom](#)
- [Mocha Dad](#)
- [Little Tech Girl](#)

Join the conversation now using the hashtag #MasterLockProtects, and visit [www.masterlock.com](http://www.masterlock.com) for more information.

#### **About Master Lock**

The Master Lock Company is recognized around the world as the authentic, enduring name in padlocks and security products. Master Lock Company offers a broad range of innovative security and safety solutions for consumer, commercial, and industrial end-users. Master Lock Company LLC is an operating unit of Fortune Brands Home & Security, Inc., a leading consumer brands company. Headquartered in Deerfield, Ill., Fortune Brands Home & Security Inc. (NYSE: FBHS), is included in the S&P MidCap 400 Index. For more information about Master Lock visit [www.masterlock.com](http://www.masterlock.com).

#### **About the Sweepstakes**

**NO PURCHASE NECESSARY TO ENTER OR WIN.** Entry into the 'Safety through Every Life Stage and Season' Sweepstakes is open to permanent lawful residents of the 50 United States and the District of Columbia ("D.C.") and Canada, **EXCLUDING** Quebec, who are 13 years or older at time of entry (except for residents of Maine, who must be at least 18 years or older at time of entry to enter). There is no limit to the how many times an entrant may enter an entry during the sweepstakes period, provided each entry is different and distinct from any prior entry. Skill testing required for Canadian winners. Sweepstakes begins at 07:00:01 a.m. CDT on January 19, 2015 and ends February 1, 2015 at 6:59:59 a.m. CDT. Entrants can enter via the Twitter™ app or Twitter's website located at [www.Twitter.com](http://www.Twitter.com) using the hashtag #MasterLockProtects. For complete rules, go to [http://www.masterlock.com/pdfs/ML\\_Safety\\_SS\\_Rules.pdf](http://www.masterlock.com/pdfs/ML_Safety_SS_Rules.pdf). **Sponsor:** Master Lock Company LLC, 137 W. Forest Hill Avenue, Oak Creek, WI 53154. **This Sweepstakes is in no way sponsored, administered, endorsed or associated with Twitter.**

#### **About the American Red Cross**

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit [www.redcross.org](http://www.redcross.org) or visit us on Twitter at [@RedCross](https://twitter.com/RedCross).

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