



FOR IMMEDIATE RELEASE

Fisher Engineering, SnowEx[®] to Continue Ongoing Support of Breast Cancer Awareness Month

Highlights:

- Promotion includes pink FISHER XV2[™] V-plows and pink lift arm kits
- Fisher Engineering will donate \$100 for each plow, \$50 for each lift arm sold
- One pink FISHER XV2 V-plow and one pink SnowEx V-Maxx[™] SP-7550 spreader will be raffled off at the 2015 GIE+EXPO, October 22-23 in Louisville, Ky.

ROCKLAND, Maine (October 1, 2015) – Fisher Engineering, manufacturer of [FISHER[®]](#) brand snow removal and ice control equipment, proudly announces the support of Breast Cancer Awareness month in partnership with [SnowEx[®]](#).

During the month of October, Fisher Engineering is running a special promotion featuring limited edition pink FISHER [XV2 V-plows](#) and pink lift arm kits. \$100 from the sale of each pink XV2 V-plow and \$50 from the sale of each pink lift arm kit will be donated to the Maine Breast Cancer Coalition, where purchasers can choose to make the donation in memory of a person that has been affected by breast cancer.

In addition, attendees of the 2015 GIE+EXPO, October 22-23 in Louisville, Ky., can purchase raffle tickets for a chance to win a limited edition pink FISHER XV2[™] V-plow or limited edition pink SnowEx [V-Maxx[™] SP-7550](#) spreader.



“Breast cancer has tragically affected the lives of countless families across the country,” said Mark Adamson, senior vice president of sales and marketing. “That’s why we are extremely proud to be contributing to breast cancer research with our donations. Customers who chose to buy our special edition plows and lift arm kits, as well as those who enter the raffle, can rest assured that they are investing in superior snow and ice removal equipment, as well as a great cause.”

Tickets for the raffle can be purchased for \$10 at Booth #100 (near the food court). Attendees who purchase two tickets will receive a free FIND A CURE knit cap while supplies last. All proceeds from the raffle will be donated to the local chapter of the Susan G. Komen Foundation.

For additional information on FISHER snowplows, visit www.fisherplows.com.
For more information on SnowEx spreaders, visit snowexproducts.com.

About GIE+EXPO

GIE+EXPO is one of the nation's largest industry trade shows for landscapers, light construction companies, manufacturers of light and heavy duty equipment, and suppliers of gardening and outdoor leisure equipment. GIE+EXPO features indoor exhibits and an outdoor exhibition area. A showcase area for new products allows companies to demonstrate new innovations in their respective markets. www.gie-expo.com

About Fisher Engineering and SnowEx®

Fisher Engineering and SnowEx are proud to be a part of Douglas Dynamics, North America's premier manufacturer of vehicle attachments and equipment and home to the most trusted brands in the industry. For more than 65 years, the Company has been innovating products that not only enable people to perform their jobs more efficiently and effectively, but also enable businesses to increase profitability.

www.fisherplows.com

www.snowexproducts.com

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