

Fisher Engineering, SnowEx® to Run Pink Equipment Promotion in Support of Breast Cancer Awareness Month

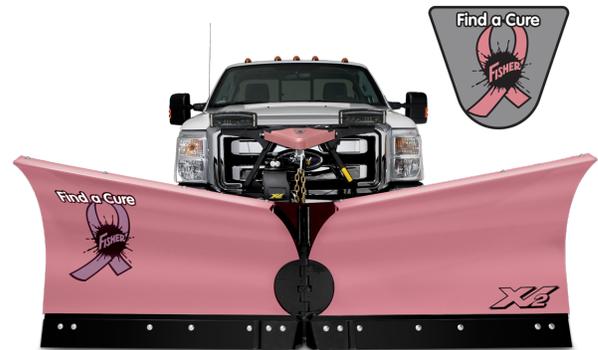
*The promotion includes a donation for every pink plow and lift arm kit sold
and a raffle at GIE+EXPO*

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® 1.5 cubic yard HELIXX™ hopper spreader will be raffled off at the 2019 GIE+EXPO, October 16-18 at the Kentucky Exhibition Center in Louisville, Ky.

ROCKLAND, Maine (October 1, 2019) – 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 lift arm kits. Fisher Engineering will donate \$100 from the sale of each pink XV2 v-plow and \$50 from the sale of each pink lift arm kit 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. Anyone interested in purchasing a pink plow or lift arm kit can contact their local [FISHER](#) dealer.



In addition, attendees of the 2019 GIE+EXPO, October 16-18 at the Kentucky Exhibition Center in Louisville, Kentucky, can purchase raffle tickets for a chance to win a limited-edition pink FISHER XV2 v-plow or limited-edition pink SnowEx [HELIXX™ 1.5 cubic yard poly hopper](#) spreader.

“We couldn’t think of a better cause to support and raise money for than a disease that affects thousands of people and families all around the world every year,” said Katie Sandieson, director of advertising and business communications for Douglas Dynamics. “We’re very proud that through our brands and customers, we can help raise awareness around the prevention and treatment of breast cancer.”

Tickets for the raffle can be purchased for \$10 at the Komen Booth (#28078). 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 Susan G. Komen® Kentucky.

The booth space for the promotion at GIE+EXPO was donated by [Sellers Expositions](#), and [Hedstrom Plastics](#) donated the pink poly hopper for the HELIXX hopper spreader.

For additional information on FISHER snowplows, visit 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. For more information, visit 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 70 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. For more information, visit www.fisherplows.com and www.snowexproducts.com.

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