



**International Engineering
&
Manufacturing, Inc.**



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Woody's supports Pink Ribbon Riders[®] and the Kelly Shires Foundation through a "Give Back Program" donating \$1,000 to each charity group.



Hope, MI (May 24, 2011) – International Engineering & Mfg., Inc., manufacturer of [Woody's traction products](#) donated \$1000.00 to Pink Ribbon Riders[®] and the Kelly Shires Foundation from their Give Back Program.

Woody's launched the Give Back Program in 2007 by adding a Special Edition Pink Support Plate to their line as a means of generating funds for breast cancer charities. A percentage of sales of pink support plates funded this program.

Pink support plates were mainly purchased by or for female snowmobilers, but because so many men support, volunteer and benefit from Pink Ribbon Riders and the Kelly Shires Foundation, in 2010 Woody's expanded the Give Back Program to include all colored support plate sales for annual donation. Now any snowmobiler purchasing [Woody's colored support plates](#) participates in giving to breast cancer charities. Across North America snowmobiler response to this program has been so good, Woody's will continue to donate a percentage of colored support plate sales to these charities.

International Engineering & Mfg., Inc. is the largest manufacturer of [snowmobile studs, runners, support plates and traction installation tools](#), all made in the USA. A large distribution network in the USA , Canada, Europe and through the snowmobile manufacturers, snowmobilers are provided with a complete line of Woody's traction products. International Engineering & Mfg., Inc. has a long tradition of supporting charitable organizations.



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Traction and Control Products for Safer Snowmobiling and the Choice of Champions

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