



PRESS RELEASE

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THE LITTLE BURROS WINS BIG AT NATIONAL HARDWARE SHOW

> FOR IMMEDIATE RELEASE

LITTLE BURROS WINS RETAILER'S CHOICE AWARD — The multi-use organizational tool for wheelbarrows from The Little Burros®



recently won the Retailer's Choice Award at the National Hardware Show in Las Vegas. A panel of retailers with real-world experience in identifying innovative products selects award winners based on ingenuity, packaging, merchandising capabilities, and value. The Original Little Burro, which fits onto most popular wheelbarrows, provides easy storage and transport for a fully loaded 5 gallon bucket, personal items such as keys and phones, long-handled tools like shovels and rakes, small hand tools, up to 80 lbs. of topsoil, and two cup holders.

This was The Little Burros first trip to the National Hardware Show, but "it won't be our last," says Bob Thorsen, Managing Partner of The Little Burros. "The idea came to me while working with my wife, Sudie, in our yard. We just needed more pairs of hands to carry everything around. So I mocked something up in my shop and then hired BOLTgroup, a product and brand innovation firm in Charlotte, NC, to bring my vision to life. I think we made a great team, and we're thrilled to win this accolade from the hardware retailers. There will undoubtedly be more Little Burros on the way soon!"

About The Little Burros:

The Little Burros is the innovative inspiration of Bob Thorsen, master contractor, who spends his time away from the job site working shoulder-to-shoulder with wife, Sudie, in their Warrenton, VA, yard. The Little Burros is operated by Burro Creative Solutions, a Small, Women and Minority-Owned (SWaM) certified business in the Commonwealth of Virginia. SWaM certification #708572.

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