

North Carolina's Eastern Region

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PRESS RELEASE**Moen to Host a Stop on the "Manufacturing Makes *It* Real" Tour**

Kinston, NC, August 7, 2010 – Moen, maker of faucets, showerheads, sinks and more, will host the "Manufacturing Makes *It* Real" tour at their New Bern facility at 2 p.m. on Thursday, September 30, 2010. Moen invites other regional companies to join them in a manufacturing rally to showcase the pride, workmanship, and innovation of North Carolina workers.

That afternoon, a busload of business and political leaders will roll into the Moen parking lot along with a tractor-trailer displaying "Made in NC" products. Dignitaries from state and local government, as well as officials from the University system, the North Carolina Chamber of Commerce, and other organizations are expected to arrive on the bus.

The visiting officials will accept North Carolina-manufactured goods from Moen leaders and other manufacturers in attendance. The products will be added to the traveling display, and will be presented to the Governor at the final rally of the "Manufacturing Makes *It* Real" tour on Friday, October 1.

The "Manufacturing Makes *It* Real" tour is a week-long journey around the state to call attention to the high quality and competitive spirit of North Carolina manufacturers. The Industrial Extension Service at North Carolina State University is conducting the tour. (For more information, visit <http://mfgmakesitreal.ies.ncsu.edu>.)

North Carolina is home to 10,000 manufacturers that together employ about 500,000 people. Manufacturing is the largest single contributor to the state's economy, and North Carolina is the 9th largest manufacturing state in the country. North Carolina companies manufacture everything from consumer goods to industrial vehicles, from microelectronics to jet engines.

Moen hopes many nearby companies, manufacturers and those who enjoy what they produce, will join them to celebrate what manufacturing means to New Bern and the state's economy. When the bus and tractor-trailer move on to their next stop, Moen will open its doors for visitors to tour their facility.

North Carolina's Eastern Region is a 13-county partnership established by the General Assembly to promote economic development in Nash, Edgecombe, Wilson, Lenoir, Pitt, Wayne, Greene, Duplin,

Jones, Onslow, Pamlico, Craven and Carteret Counties. The region encompasses almost 7,000 square miles stretching from the eastern fringe of the Research Triangle to the Atlantic Ocean and has approximately one million residents. For more information on North Carolina's Eastern Region, please visit www.nceast.org.

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