

NEWS  
FOR IMMEDIATE RELEASE  
January 30, 2020



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## Hammer-Schlagen® Lands In Hawaii To Help Eliminate Homelessness and Substandard Housing

**LAHAINA, HI (January 30, 2020)** -- It took over 63 years for the world's most famous nail driving competition to make its way to Maui. Originating in and continuing to hail from Stillwater, MN, Hammer-Schlagen® can be found at the best events, festivals, and venues in the nation. On Saturday, February 1st, 2020, Hammer-Schlagen® will be appearing at Down The Hatch in Lahaina (658 Front St, #102) to raise charitable funds for and awareness of Habitat For Humanity Maui.

What is Hammer-Schlagen®? "We are recognized by our primary trademark, known generally as the Hammerschlagen Stump or simply Stump," says Jim Martin, the brand's CEO talking about USPTO Reg. No. 5,548,112. "It's basically a cross-section of a tree with nails protruding around it's circumference," he continues, "with everyone swinging a funny-looking, pointy hammer until someone pounds their nail in." Martin, who first got involved with the German-themed brand over two decades ago, will be personally appearing to oversee the inauguration of Hammer-Schlagen® in Hawaii. Both he and his crews around the United States oversee these competitions at hundreds of events every year, primarily in the 10 states of the Upper Midwest.

In August 2019, Habitat For Humanity Maui became the first Hawaiian entity ever allowed to use the nationally renowned Hammer-Schlagen® family of intellectual property. A couple of months prior to granting the coveted servicemark license, Habitat and Hammer-Schlagen® hatched a plan to use the popular entertainment service in furtherance of Habitat Maui's Christian ministry: helping others acquire adequate shelter, affirm dignity, encourage hope, and transform lives by breaking the cycle of poverty and homelessness. Down The Hatch will be hosting the unique event, and was also granted the legal right to use the intellectual property of Hammer-Schlagen® for their willingness to help out with this great cause.

"We expose ourselves to around one million people every year at home in Minnesota," Martin said with a smile, "and a bit of operation in Hawaii means we'll now be putting smiles on faces in every US time zone. With a little luck and support from the island of Maui, Hammer-Schlagen® will be just as popular in Hawaii as it is in the Midwest. Come out, Get Hammered®, and have fun supporting Habitat For Humanity in what is arguably Maui's greatest bar, Down The Hatch!"

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<http://www.Habitat-Maui.org/>  
<http://www.dthMaui.com/>  
<http://www.HammerSchlagen.com/>

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