

THE PIPELINE LIFE PRESENTS

PIPELINERS TOUR

BUILT BY THE CREWS. BACKED BY THE BEST.

MEDIA CONTACT:

Melanie Baxter
Founder, The Pipeline Life
media@thepipelinelife.com
660-853-2777
www.pipelinerstour.com
www.thepipelinelife.com

FOR IMMEDIATE RELEASE

PIPELINERS TOUR ANNOUNCES EVENT PROCEEDS WILL BENEFIT THE PIPELINE LIFE FOUNDATION

TOUR EVENTS WILL HELP FUND SCHOLARSHIPS, WORKFORCE DEVELOPMENT, HARDSHIP ASSISTANCE AND SUPPORT FOR THE NEXT GENERATION OF PIPELINE WORKERS

MISSOURI — August 24, 2026 — The **Pipeliners Tour**, presented by The Pipeline Life, today announced that proceeds from its events will benefit **The Pipeline Life Foundation**, a new charitable initiative created to support pipeline workers, their families and the next generation entering the skilled trades.

The announcement gives the growing Pipeliners Tour an even larger purpose: bringing the pipeline industry together while creating a direct way to give back to the people who keep it moving.

The Pipeliners Tour was created to be different from a traditional industry trade show. Each stop brings together **pipeliners, welders, operators, contractors, suppliers, manufacturers, unions and industry leaders** for hands-on demonstrations, crew competitions, equipment displays, giveaways, food and real conversations centered around the people doing the work.

Now, every Tour stop will also help support the mission of The Pipeline Life Foundation.

MORE THAN AN EVENT

Through the Pipeliners Tour, companies have an opportunity to connect directly with the workforce while supporting programs designed to make a meaningful difference within the pipeline community.

Proceeds from Tour events will help The Pipeline Life Foundation support initiatives including:

- **Skilled Trades Scholarships**
- **First-Year Pipeline Worker Assistance**
- **Emergency and Hardship Assistance**
- **Workforce Development Programs**
- **Welding and Operator Competition Scholarships**
- **Industry Partnerships**

BUILT BY THE BROTHERHOOD. BACKING THE NEXT GENERATION.

The Pipeline Life Foundation was created around a simple idea: if the pipeline industry wants a strong future, it has to invest in the people who build it.

That mission closely aligns with the purpose of the Pipeliners Tour.

The Tour gives contractors, suppliers and manufacturers an opportunity to put their brands, equipment, products and services directly in front of the crews while becoming part of something larger than a traditional sponsorship.



“The Pipeliners Tour has always been about bringing the industry together around the crews.

We didn’t want these events to be another place where companies put up a banner, shake a few hands and go home. We wanted them to mean something. Having proceeds support the Foundation gives every ticket, sponsorship and partnership a bigger purpose.

When a company supports a Pipeliners Tour stop, they’re not just buying visibility, they’re helping us create an event for the crews while also helping fund opportunities for the next generation, workers who need a hand getting started and pipeline families who may need support when life hits hard.”

— **Melanie Baxter**
Founder, The Pipeline Life & Pipeliners Tour



ABOUT THE PIPELINERS TOUR

The Pipeliners Tour is a national rally-style event series created by The Pipeline Life to celebrate the people who build, maintain and support America's pipeline infrastructure.

Unlike traditional trade shows or conferences, each Tour stop brings together pipeline workers, contractors, unions, manufacturers, suppliers, local businesses and industry leaders through crew appreciation, demonstrations, competitions, entertainment and authentic boots-on-the-ground industry connections.

Built by the Crews. Backed by the Best.

ONE INDUSTRY. ONE COMMUNITY. ONE TOUR. BUILT BY PIPELINERS. FOR PIPELINERS.

THE PIPELINE LIFE PRESENTS

PIPELINERS TOUR

BUILT BY THE CREWS. BACKED BY THE BEST.

MEDIA FACT SHEET

UPDATED AUGUST 2026

ABOUT THE PIPELINERS TOUR

The Pipeliners Tour is the first national rally-style event series created specifically for pipeline workers and the companies, organizations, and communities that support them.

Produced by The Pipeline Life, the Tour brings together pipeliners, welders, operators, laborers, contractors, unions, manufacturers, suppliers, local businesses, and industry leaders for crew appreciation, networking, entertainment, and authentic industry connection.

Unlike traditional trade shows, the Pipeliners Tour is built around the people doing the work.

WHY IT MATTERS



CELEBRATES AMERICA'S WORKFORCE

Recognizes the skilled men and women building America's energy infrastructure.



BUILDS INDUSTRY RELATIONSHIPS

Connects workers, contractors, manufacturers, suppliers, unions and employers.



STRENGTHENS PIPELINE COMMUNITIES

Brings economic activity and community engagement to host cities.

AUDIENCE

- | | | |
|---|--|---|
| <ul style="list-style-type: none">• Pipeline Workers• Welders• Operators• Laborers | <ul style="list-style-type: none">• Foremen• Contractors• Union Members• Industry Suppliers | <ul style="list-style-type: none">• Manufacturers• Recruiters• Families |
|---|--|---|

ABOUT THE PIPELINE LIFE



THE PIPELINE LIFE

Founded in 2023, The Pipeline Life is one of North America's largest independent pipeline media brands, reaching more than 190,000 followers and generating approximately 8 million monthly video views. Through original storytelling, industry events, and partnerships, The Pipeline Life celebrates the people building America's energy infrastructure while connecting workers with the companies that support them.

TOUR EXPERIENCE

- | | |
|---|---|
| <ul style="list-style-type: none">✓ Live Country Music✓ Crew Appreciation✓ Equipment Demonstrations✓ Industry Exhibitors | <ul style="list-style-type: none">✓ Networking✓ Giveaways✓ Exclusive Crew Bags✓ Food & Beverages |
|---|---|

BY THE NUMBERS



200,000+
SOCIAL MEDIA FOLLOWERS



~8 MILLION
MONTHLY VIDEO VIEWS



NATIONAL TOUR
MULTIPLE U.S. TOUR STOPS

TOUR STOPS

- ✓ Cookeville, Tennessee
- ✓ West Texas
- ✓ SE Texas / SW Louisiana
- ✓ Baton Rouge, Louisiana
- ✓ Additional U.S. cities to be announced

MEDIA RESOURCES



High-resolution logos



Press photos



Drone footage



B-roll



Founder headshots



Fact sheets



Brand guidelines



Sponsor logos

CONTACT

Melanie Baxter
Founder
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melanie@thepipelinelife.com
660-853-2777
pipelinertour.com/media
thepipelinelife.com



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COMPLETE MEDIA KIT