

## **Scotchgard Protector Joins Forces with the National Trust in Campaign 'Protecting America's Treasures'; Preservation Week Kicks Off a Nationwide Vote for Historic Sites**

Today, kicking off the start of National Preservation Week, Scotchgard Protector from 3M and the National Trust for Historic Preservation launched "Protecting America's Treasures," an initiative to draw attention to America's diverse historic sites. The campaign includes a nationwide vote that allows participants to help protect treasured landmarks across the country.

As part of the Protecting America's Treasures campaign, 3M and the National Trust invite consumers to vote online from a list of 20 significant time-honored locations such as theaters, opera houses and historic hotels, many of which belong to the National Trust's Historic Hotels of America program. The top five sites selected by the voters will receive professional Scotchgard protector treatments to preserve and protect the historical riches behind their captivating doors. The participating sites, all of them rich with history and charm, were selected from thousands of architectural landmarks across the country.

"The National Trust is excited to have this opportunity to help educate Americans about the importance of protecting historic sites through this campaign with 3M. We are eager to kick off the vote during such an important week," said Richard Moe, president of the National Trust for Historic Preservation. "This campaign will help people recognize the vital importance of our heritage and provide tips on how to protect the things we cherish so they will be preserved to serve the future."

In anticipation of National Preservation Week and to preview the launch of the online vote, the landmark Algonquin Hotel, a treasure in the heart of New York City, was the first of many to be treated with Scotchgard protector as part of the Protecting America's Treasures campaign. From the chef's garb to the famed resting spot of the resident feline Matilda, much of the historic interior, including the high-traffic hotel lobby, is now protected from the day-to-day wear and tear.

"We chose to treat the Algonquin Hotel in honor of National Preservation Week and the upcoming campaign because of its charm and celebrated history," said Scott Hanson, supervisor for the Scotchgard brand. "Many well-known actors and writers have traveled through the lobby and hallways. In fact, we treated the carpet in the lobby and restaurant where famous literary 'roundtable' sessions were once held."

The voting process will take place from now until May 31, 2004. Votes will be tallied promptly and winners will be notified of the upcoming Scotchgard protector treatment. Voters can visit [www.Scotchgard.com/nationaltrust](http://www.Scotchgard.com/nationaltrust) to learn more about the treasured sites and to place their vote.

### **Participating Sites**

Hollywood Roosevelt Hotel - Los Angeles, Calif.  
Memorial Auditorium - Sacramento, Calif.  
Serra Museum - San Diego, Calif.  
Sir Francis Drake Hotel - San Francisco, Calif.  
Central City Opera House - Denver, Colo.  
Fox Theatre - Atlanta, Ga.  
Auditorium Theatre - Chicago, Ill.  
Hotel Monteleone - New Orleans, La.

Detroit Opera House - Detroit, Mich.  
The Saint Paul Hotel - St. Paul, Minn.  
The Dunhill - Charlotte, N.C.  
Cincinnati Music Hall - Cincinnati, Ohio  
Renaissance Cleveland Hotel Tower  
City Center - Cleveland, Ohio  
The Governor Hotel - Portland, Ore.  
The Latham - Philadelphia, Pa.  
The Hall of State - Dallas, Texas  
The Sam Houston Hotel - Houston, Texas  
The Menger Hotel - San Antonio, Texas  
5th Avenue Theatre - Seattle, Wash.  
Warner Theatre - Washington, D.C.

#### About the Scotchgard Brand

The Scotchgard brand represents a family of appearance-protection and cleaning products, specifically designed for use in various soft- and hard-surface applications including carpet, rugs, upholstery, home fashions, leather, apparel, mold and mildew, and paint.

#### About 3M -- A Global, Diversified Technology Company

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include icons such as Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Dyneon. Serving customers in more than 200 countries around the world, the company's 67,000 people use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit [www.3M.com](http://www.3M.com).

The National Trust for Historic Preservation is a private, nonprofit membership organization dedicated to protecting the irreplaceable. Recipient of the National Humanities Medal, the Trust provides leadership, education and advocacy to save America's diverse historic places and revitalize communities. Its Washington, D.C. headquarters staff, six regional offices and 25 historic sites work with the Trust's 200,000 members and thousands of local community groups in all 50 states. For more information, visit the Trust's web site at [www.nationaltrust.org](http://www.nationaltrust.org).

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