

Scotchgard Protector and the National Trust for Historic Preservation Announce Winners of Protecting America's Treasures Campaign

Five Historical Theaters and Auditoriums Win Nationwide Vote

Scotchgard protector from 3M and the National Trust for Historic Preservation are pleased to announce the winners of "Protecting America's Treasures," a nationwide voting initiative to draw attention to America's diverse historic sites. The five winners were selected from a list of 20 time-honored locations such as theaters, opera houses and historic hotels. The winners include the Detroit Opera House, Sacramento's Memorial Auditorium, the Auditorium Theater in Chicago, the Central City Opera House in Denver and the Cincinnati Music Hall. These sites will receive professional cleaning and treatment with Scotchgard protector products to preserve and protect the historical riches behind their captivating doors.

"The National Trust was thrilled to hear that tens of thousands of Americans logged on and voted to support these local landmarks," said Richard Moe, president, National Trust for Historic Preservation. "We were pleased to see that so many people care about preserving and protecting our nation's historic treasures."

"We are looking forward to protecting the interiors of these beloved local theaters and auditoriums with Scotchgard protector as a way to help preserve these elegant landmarks," said Harry Straub, Scotchgard brand manager. "We will use an array of products to provide protection against wear and tear at these treasured structures."

Each winner is rich with its own history and importance in its community. The Detroit Opera House was born eight decades ago surviving world wars, economic booms and recessions, social turmoil, and the renaissance of cultural institutions.

Sacramento's Memorial Auditorium opened in 1927 as a tribute to Sacramento men and women who died while serving their country in war and currently hosts a variety of events, from concerts to sporting events.

More than 100 years ago, famous architects Louis Sullivan and Dankmar Adler designed the Chicago Auditorium, which opened in 1889; its architectural ingenuity, perfect acoustics, technical versatility and sightlines is internationally revered.

Completed in 1878, the Denver's Central City Opera House is the oldest operating theater in Colorado constructed by miners who were searching for gold in the Rocky Mountains.

Cincinnati Music Hall, also known as "The Queen of the Queen City," celebrated its 125th anniversary in 2003. Built in 1878, this Cincinnati showpiece has been renovated and updated, and includes what is judged to be among the best and most beautiful concert theaters in the world, the Springer Auditorium.

These winners will receive their protective treatments from now until December 2004. A list of winners and participants will be available in June at www.scotchgard.com/nationaltrust.

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.

The National Trust for Historic Preservation

The National Trust for Historic Preservation is a private, nonprofit membership organization dedicated to protecting the irreplaceable. Recipient of the National Humanities Medal, the National 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 National Trust's 200,000 members and thousands of local community groups in all 50 states. For more information, visit the National Trust's Web site at www.nationaltrust.org.

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 Vikuiti. 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.

Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti are trademarks of 3M.

3M, St. Paul
Colleen Harris, 651-733-1566
www.3M.com/profile/pressbox/media_contacts.jhtml
or Cohn & Wolfe:
Hannah Baysden, 212-798-9813
or NTHP: Jeannie McPherson, 202-588-6141

<https://news.3m.com/2004-06-14-Scotchgard-Protector-and-the-National-Trust-for-Historic-Preservation-Announce-Winners-of-Protecting-Americas-Treasures-Campaign>