

Show That You're 'Sticking Up' for Breast Cancer Research

Help Build World's Largest Pink Ribbon to Raise Money for City of Hope Cancer Center

Every year, thousands of people are affected by breast cancer - either through a personal battle with the disease or a loved one's diagnosis and treatment. If you're one of the people who is "sticking up" for breast cancer research which can help so many, 3M wants you to help build the World's Largest Pink Ribbon to raise money for this cause.

To help build the World's Largest Pink Ribbon - which will stand more than 70 feet tall and consist of an estimated 75,000 pink Post-it Super Sticky Notes -- call 1-866-5-POST-IT (1-866-576-7848) or log on to www.post-it.com/research by Sept. 15, 2004. For each of the first 75,000 people who respond, a pink Post-it Super Sticky Note will be applied on a giant billboard in Times Square, to be unveiled during the first week of Breast Cancer Awareness Month in October. In addition, 3M, the maker of Post-it Super Sticky Notes, will donate \$1 for each of the first 75,000 participants. The donation goes to City of Hope Cancer Center - one of America's best cancer hospitals according to U.S. News and World Report and a leading research and treatment center for cancer and other life-threatening diseases.

"Post-it Super Sticky Notes are designed to stick stronger and longer to practically any vertical surface - even an outdoor billboard in Times Square," said Dr. Jack Truong, general manager, 3M Office Supplies Division.

To further demonstrate its support of breast cancer research, 3M has introduced Post-it Super Sticky Notes imprinted with a pink ribbon. These special pink ribbon Post-it Super Sticky Notes are available in a three-pack and single-pack. Fifty cents from every specially marked three-pack sold and 20 cents from every specially marked single-pack sold will be donated to City of Hope Cancer Center for cancer research. They can be found in most retail outlets and office superstores.

"For nearly 25 years, Post-it Notes have served as simple, convenient reminders for millions of Americans," said Fran Flanagan, market manager, Post-it brand. "New Post-it Super Sticky Notes are even more effective reminders because they stick practically anywhere - from car dashboards and computer monitors, to wooden doors and dozens of other surfaces. Such reminders can be useful to women who choose to perform regular breast self-exams, or those women who are advised by their doctor to go for regular mammograms."

For more information about the "Sticking Up" for breast cancer research campaign and where to purchase pink ribbon Post-it Super Sticky Notes, visit www.post-it.com/research. For more information on cancer research, treatment and education, visit <http://www.cityofhope.org/>.

Post-it Super Sticky Notes come in a range of sizes and colors and are available at leading mass merchandise and office supply stores nationwide.

About City of Hope

City of Hope is one of the world's leading research and treatment centers for cancer, diabetes, HIV/AIDS and other life threatening diseases. Named by U.S. News & World Report as one of America's best medical centers for cancer treatment, City of Hope is a pioneer in the fields of bone marrow transplantation and genetics. Founded in 1913, City of Hope is a comprehensive cancer center, the highest designation bestowed by the National Cancer Institute, and a founding member of the National Comprehensive Cancer Network.

City of Hope's scientific knowledge is shared with medical centers locally and globally, helping patients battling life-threatening diseases around the corner and around the world. For more information, visit <http://www.cityofhope.org/>. City of Hope ... Where the Power of Knowledge Saves Lives.

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.

Hunter Public Relations
Erin Brennan, 212-679-6600, Ext. 217
ebrennan@hunterpr.com or 3M Donna Fleming,
651-736-7646
www.3m.com/profile/pressbox/media_contacts.jhtml

<https://news.3m.com/2004-07-20-Show-That-Youre-Sticking-Up-for-Breast-Cancer-Research>