

Stick with It! Post-it Brand and Publicolor Encourage Students to Dream Big with Contest to Help Design the World's Largest Billboard Made Entirely of Post-it Notes

In celebration of the Post-it Note's 30th Anniversary, Post-it Brand Partners with Publicolor to Inspire Creativity in America's Youth

Calling all students ages 11 to 18! Post-it Brand from 3M and Publicolor, a not-for-profit organization that engages at-risk youth to bring color to public environments, are searching for the country's most innovative, creative student artwork to serve as the design inspiration for the world's largest billboard made entirely of Post-it Notes.

Students in grades 6 through 12 are invited to create colorful artwork made from Post-it Products that fits the theme, "In 30 years I will..." The most original, compelling and innovative entry will receive \$5,000, a trip to New York City and the opportunity to work with a well-known artist to help create the world's largest billboard made entirely of Post-it Notes. The Post-it Brand 30th Anniversary Billboard will be unveiled in Grand Central Station's Vanderbilt Hall in August 2010 by a high-profile celebrity.

Entering the Post-it Brand 30th Anniversary Billboard Student Design Contest is as easy as 1, 2, 3! Using at least 85 percent Post-it Products as design and art tools, students are asked to dream big as they create original billboard designs and artwork.

Step 1: Visit www.Post-it.com/billboard to download and fill out the Official Entry Form. Be sure to include a brief description of your artwork.*

Step 2: Respond to the statement, "In 30 years I will..." by creating their most inspiring artwork using approved Post-it Products.

Step 3: Mail your original billboard artwork and our panel of judges will review your design. All entries must be received by June 4, 2010. Please send entries to:

Post-It® Brand 30th Anniversary Billboard Student Design Contest

PO Box 482, Bethpage, NY

11714-0482

"As part of our year-long 30th Anniversary celebration, the Post-it Brand is thrilled to join forces with Publicolor to inspire creativity and imagination among today's youth in the world of education," said Dave Duling, business unit manager, 3M Office Supplies Division. "The Post-it Brand 30th Anniversary Student Design Contest celebrates the core values surrounding ingenuity that the Post-it Brand was built upon, while fostering innovation for generations to come."

Each entry will be reviewed by a panel of judges, who will consider the design's creativity, execution, appeal and innovative use of Post-it Products. In addition to \$5,000 and a one-year supply of Post-it Products for their school, the Grand Prize Winner will receive a trip to New York City and the opportunity to work with conceptual artist Eric Daigh, to help design the Post-it Brand 30th Anniversary Billboard.

* Parental consent and signature required to enter. All entries must be received by 6/4/10.

Post-it Brand will send complimentary Billboard Starter Kits to the first 100 students who call 1-877-303-4392. Each Starter Kit will include a variety of supplies to help students create original billboard designs, such as an assortment of Post-it Products, mural paper and a mailing tube to submit completed entries.

To download the Contest Entry Form and learn more about the Post-it Brand 30th Anniversary Billboard Student Design Contest, please visit www.Postit.com/billboard.

About 3M

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$23 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 65 countries. For more information, visit www.3m.com.

Post-it is a trademark of 3M Company.

About Publicolor

Publicolor is a not-for-profit organization that engages at-risk students in their education and communities. Through a continuum of youth development/educational programs, Publicolor empowers students to plan and prepare for college and careers, which starts by teaching them to paint vibrant colors in their institutional-looking schools. By teaching the marketable skill of commercial painting, students also acquire strong work habits that are transferable to success in school, career and life.

About Eric Daigh

Eric Daigh is a conceptual artist using unorthodox materials to reconstruct portraits on a large scale. Empathy, identity, and society are themes central to Eric Daigh's work. Daigh holds the "Guinness Book of World Records" 'Largest Pushpin Mosaic' record and is a Communication Arts Illustration Annual winner. He was the third place winner in the inaugural *Artprize* competition in Grand Rapids, Michigan. His work has been featured on "CBS Sunday Morning," *The Telegraph*, and other international publications. Eric Daigh is represented by Carl Hammer Gallery in Chicago. He lives in Northern Michigan with his wife and son.

3M Press Contacts: LaForce + Stevens
Shauna Mayer, 212-242-9353 smayer@laforce-stevens.com or Ashley Nerz, 212-242-9353 anertz@laforce-stevens.com or 3M Corporate Communications
Robert Brittain, 651-733-7034 rbrittain@mmm.com

<https://news.3m.com/2010-04-20-Stick-with-It-Post-it-Brand-and-Publicolor-Encourage-Students-to-Dream-Big-with-Contest-to-Help-Design-the-Worlds-Largest-Billboard-Made-Entirely-of-Post-it-Notes>