

# Celebrating 'Ideas That Stick,' Television Star Angela Kinsey Partners with Post-it Brand and Publicolor to Unveil World's Largest Artistic Billboard Made of Post-it Super Sticky Notes

Winners of Nationwide Student Design Competition to be Honored at Post-it Brand 30<sup>th</sup> Anniversary Billboard Unveiling and Public Exhibition of Student Artwork

ST. PAUL, Minn.--([BUSINESS WIRE](#))--On Tuesday, August 3, Post-it Brand from 3M and not-for-profit organization Publicolor, will reveal the winning artwork selected from their national student design contest in a big way – on the world's largest artistic billboard made of multi-colored Post-it Super Sticky Notes in Grand Central Terminal's Vanderbilt Hall.

Angela Kinsey, Post-it Note fanatic and star of Emmy-award-winning television series "The Office," will award the Post-it Brand 30<sup>th</sup> Anniversary Student Design Contest winners and reveal the largest billboard of its kind, made with more than 100,000 Post-it Super Sticky Notes. The artistic billboard will be the focal point of a student art exhibition, free and open to the public from Tuesday, August 3 – Friday, August 6.

"I am honored to take part in the unveiling of the Post-it Brand's 30<sup>th</sup> Anniversary Billboard showcasing students' imagination and creativity on such a monumental platform," said Kinsey, an advocate of continuing arts education. "As a mom, I find this to be an incredible opportunity for kids to see how expanding their minds, both in and out of the classroom, can create ideas capable of transforming the world."

In partnership with Publicolor, an organization that engages at-risk youth to bring color to public environments, Post-it Brand aimed to inspire creativity and imagination among today's youth through the Post-it Brand 30<sup>th</sup> Anniversary Student Design Contest. Celebrating the partners' core values of ingenuity and forward-thinking, the national Student Design Contest challenged 6 – 12 grade students to create original billboard designs using only Post-it Products that fit the theme, *"In 30 years I will..."*

Proving that students can do amazing things with a big imagination and an even bigger stack of Post-it Notes and other products, the Post-it Brand 30<sup>th</sup> Anniversary Student Design Contest attracted a number of incredibly inventive and unique designs. The student artwork illustrates the aspirations and dreams of kids from across the country. From saving the planet to creating world peace, the entries included a variety of positive ideas for the future. However, two students' dreams 'stuck' out from the rest.

"As we celebrate 30 years of innovation and our commitment to evolving the art of communication, Post-it Brand is honored to join forces with Publicolor to inspire creativity and imagination among today's youth in the world of education," said William Smith, vice president and general manager, 3M Office Supplies Division. "The goal of the Post-it Brand 30<sup>th</sup> Anniversary Student Design Contest was to challenge students to think outside the box and make thought-provoking artwork. The variety of creative responses was truly amazing."

Helping transform the winning students' dreams into the design of the world's largest billboard of Post-it Super Sticky Notes, renowned conceptual artist Eric Daigh, provided his expertise of working with unique objects to create the impressive art installation. Known for creating compelling portraits with unorthodox materials such as push pins, Daigh served as a contest judge and mentor to the winning students.

In addition to helping design the world's largest billboard of Post-it Super Sticky Notes, the grand prize winners will be awarded a \$5,000 prize, a trip to New York City and a year's supply of Post-it Products for their school.

To learn more about Post-it Brand from 3M, please visit [www.Post-it.com](http://www.Post-it.com).

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#### 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](http://www.3m.com) or follow @3MNews on Twitter.

#### 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.

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