

3M Announces Sponsorship of Kentucky Derby Contender

3M today announced it will sponsor Kentucky Derby contender Mucho Macho Man (known by racing fans as “MMM”) in all three races of the Triple Crown.

Considered by many to be a leading contender in the Kentucky Derby, Mucho Macho Man won the Risen Star Stakes in New Orleans on February 19, and finished third in the Louisiana Derby on March 26. It was discovered after that race the horse had lost a front shoe coming out of the gate, but persevered to finish only three quarters of a length behind the winner.

“This is a great opportunity to promote the 3M brand and 3M products on one of the world’s biggest and most historic stages,” said Jeff Lavers, 3M’s vice president of marketing, sales and corporate communications. “The Triple Crown represents quality of the highest level so it’s an ideal fit for our company.”

“We look forward to seeing Mucho Macho Man and 3M on the track and hopefully in the Winner’s Circle on May 7,” Lavers continued.

“We’re thrilled to partner with 3M for the Triple Crown,” said Patti Reeves, majority owner of Mucho Macho Man with her husband Dean. “As a former 3M employee myself, I know firsthand what kind of a company it is with its tremendous people and products of the highest quality.”

3M is well known in the equine and pet care markets having served the animal health industry for over 40 years by providing high quality products and services to veterinary professionals, equine athletes, trainers and pet owners in the companion and equine marketplace.

The company develops, manufactures and markets products across a broad spectrum of animal care ranging from bandaging tapes to wound management solutions. 3M trusted brand names include 3M™ Vetrap™ Bandaging Tape, Animalintex® Poultice Pad, Gamgee® Highly Absorbent Padding and 3M™ Veterinary Elastic Adhesive Tape.

Terms of the sponsorship were not announced.

About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$27 billion in sales, 3M employs about 80,000 people worldwide and has operations in more than 65 countries. For more information, visit www.3M.com or follow @3MNews on Twitter.

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