

Chip Wade, Carmen De La Paz, Kimberly Lacy and Jimmy DiResta Join the 3M Construction and Home Improvement Markets Influencer Team

The 3M Construction and Home Improvement Markets announced their 2011 brand ambassadors today--Chip Wade of HGTV's *Curb Appeal: The Block*; Carmen De La Paz of HGTV's *Hammer Heads*; Kimberly Lacy of HGTV's *Curb Appeal: The Block*; and Jimmy DiResta, the host of a new show debuting on Discovery Channel this summer. The team will make personal appearances at tradeshow, home and garden shows and conventions around the country throughout 2011, sharing helpful tips, promoting the do-it-yourself spirit and teaching proper usage of personal safety protection (respiratory, eye, ear), ScotchBlue™ Painter's Tapes, job site safety and other products.

"Chip, Carmen, Kimberly and Jimmy have all been organic brand ambassadors of 3M products for decades and truly believe in the products," said Paul Hansen, marketing director, 3M Construction and Home Improvement Markets. "We are pleased to have such enthusiastic, passionate and talented experts representing our iconic brands."

"We are all delighted to be representing 3M, educating and exciting consumers about the thousands of innovative 3M products that we already use in our personal and professional lives," said Carmen De La Paz, 3M Construction and Home Improvement Markets Influencer Team.

Atlanta native Chip Wade has building in his blood. He comes from a long line of experienced carpenters and woodcraftsmen, working with his father at an early age, and over the years developing an interest in carpentry, landscaping and renovation.

Carmen De La Paz, an interior/exterior designer specializing in creating designs focusing on decorative finishes and custom made furniture for interior/exterior residential and commercial spaces. A hands-on designer, Carmen does all of her own work from handling power-tools to cooking.

Kimberly Lacy is a seasoned artisan painter and designer with more than a decade of experience. She is passionate about educating the public on environmental preservation and sustainability, and lends her time to number of charitable organizations including an upcoming voyage to Haiti to aid in rebuilding the country with the Fuller Center for Housing.

Inventor and builder, Jimmy DiResta is known by most as the host of DIY Network's *Against The Grain* and *Hammered*. This summer, Jimmy will host a new show on The Discovery Network. The show will focus on recycling and reviving discarded products.

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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