

National Gift-Wrapping Contest Winner Crowned for 2011

Rosie Sato Wraps Up \$10,000 Grand Prize in the Scotch Brand Most Gifted Wrapper Contest

NEW YORK--(BUSINESS WIRE)--Rosie Sato, a master gift wrapper from Gardena, Calif. was crowned the 2011 "Scotch Brand Most Gifted Wrapper" in a national [gift-wrapping contest](#) sponsored by 3M, the maker of [Scotch brand](#) tape and Scotch cutting tools. (For photos, video footage and additional information, visit <http://www.mostgiftedwrapper.com/media>).

Amid crowds of holiday revelers at Rockefeller Center, Rosie went bow-to-bow against seven other gift-wrapping gurus to win the ultimate holiday present – a \$10,000 cash prize. With [Scotch Tape](#) in hand, Rosie and her worthy competitors left no bow untied as they wrapped odd-shaped, out-of-the-box gifts, including an old-fashioned sled and a six-foot tall backyard play set, with creativity, panache and precision.

Rosie offers this winning advice to those who are getting ready to wrap their holiday presents: "Don't limit your imagination or creativity, and when all else fails, make a huge bow!"

The first runner-up, Diana Lemos from San Diego, Calif. received a \$2,500 cash prize. The other six contestants also received smaller cash prizes. Contestants were judged on three criteria: appearance, technique and speed.

The judging panel consisted of three experts in the art of gift-wrapping: Jodi Kahn, writer, crafter and author of *Simply Sublime Gifts: High-Style, Low-Sew Projects to Make in a Snap* (August 2010), which offers several suggestions for creating interesting gift wraps; Mark Ski, former producer for *Martha Stewart Living*; Laurin Sydney, lifestyle expert and author of the book *Why Bother? Why Not?*, which features tips on gift wrapping.

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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