

Actress Debra Messing Joins Post-it Brand to Support Children as They Head Back to School

“Post-it Your Words Stick With Them” National Campaign Benefitting Adopt A Classroom.org, Asks Parents and Teachers to Show how their Post-it Notes Encourage Kids

To support children as they head back-to-school, acclaimed actress and devoted mom Debra Messing, is teaming up with the Post-it Brand from 3M to unveil *Post-it Your Words Stick With Them*, a national campaign that highlights the power of a handwritten note and asks parents and teachers to show how their Post-it Notes encourage kids during the school year. The *Post-it Your Words Stick With Them* program will benefit non-profit organization Adopt A Classroom.org, whose mission is to promote student success by getting much-needed resources into the hands of teachers and students nationwide.

“I use Post-it Notes all the time. I remember as a child my parents left notes for me telling me to ‘Have a great day!’, to ‘Have fun!’ and it always sent me off feeling encouraged and supported,” said Debra Messing, *Post-it Your Words Stick With Them* ambassador. “Now that I’m a mom, I love doing it for my son. Letting your child know that you believe in them as they go off to school to face the new challenges of the day, is so important.”

Whether it’s a simple “I love you” note left on your child’s backpack, or a Post-it Note saying “I know you can do it!” slipped into a lunchbox on test day – a personal, handwritten note can go a long way. Research shows that words of encouragement can boost a child’s confidence and self-esteem, which are the foundation for establishing integrity and self-worth.

“Children of all ages respond to daily positive reinforcement. As families head back-to-school, we feel it’s important to amplify a simple, yet powerful way to encourage and support our youth,” said Jeff Hillins, director of marketing for Post-it Brand. “A heartfelt, handwritten note is an easy and meaningful way to connect with your child and tell them they matter.”

Throughout the back-to-school season, Debra Messing in partnership with the *Post-it Your Words Stick With Them* campaign, invites parents and teachers everywhere to share the encouraging Post-it Notes they’ve written at Post-it.com/YourWords. Visitors can share a note, post a photo and become inspired by the notes of other parents who are celebrating the importance of personal communication.

Through this program, participants also have the option to support Adopt A Classroom.org by clicking the “You Click, We Donate” button at Post-it.com/YourWords. For every click, the Post-it Brand will donate \$1.00 to the non-profit organization, up to \$25,000.

“One teacher typically spends over \$1,000 of their own money every school year purchasing materials for their classroom,” says James Rosenberg, president and founder of Adopt A Classroom.org. “We are grateful for the ways that the Post-it Brand is supporting our mission and their dedication to impact student achievement.”

For more information about the *Post-it Your Words Stick With Them* program benefitting Adopt A Classroom.org, please visit: Post-it.com/YourWords.

About 3M

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About Adopt A Classroom.org

Adopt A Classroom.org is a national 501(c)(3) nonprofit organization that supports student success by empowering teachers with the funds they need to purchase classroom materials. Adopt A Classroom.org pairs donors with teachers online, and then allows teachers to choose the most critical resources to meet the unique needs of their students. Since 1998, Adopt A Classroom.org has helped over 3.5 million students in classrooms in all 50 states.

Learn more at www.AdoptAClassroom.org.

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LaForce + StevensMarisa Siegel, 212-242 9353, X146msiegel@laforce-stevens.com or 3M Public Relations and Corporate CommunicationsRobert Brittain, 651-733-7034rbrittain@mmm.com

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