

3M to Donate up to \$20,000 through 3M Visibly Safer Work Zones Project

Funds benefit ATSSA and ARTBA Foundations for children of roadway workers

3M is preparing to donate up to \$20,000 to scholarship funds this year as part of its 3M Visibly Safer Work Zones Project. Now in its third year, the project supports programs of the American Traffic Safety Services Foundation (ATSSF) and the American Road & Transportation Builders Association Transportation Development Foundation (ARTBA TDF) that provide scholarships for children of roadway construction workers killed or permanently disabled on the job. To date, the project has donated \$30,000 to the ATSSF's Roadway Worker Memorial Scholarship and the ARTBA TDF's Lanford Family Highway Worker Memorial Scholarship.

3M makes its annual contribution by donating a portion of its sales of 3M™ Diamond Grade™ Fluorescent Orange Reflective Sheeting, which has both nighttime retroreflectivity and highly conspicuous fluorescent technology, helping it catch the attention of drivers during the day, at night, and in inclement weather. This year, the company will donate a portion of sales from March 3 through National Work Zone Awareness Week, scheduled for April 7-11.

"Since introducing its first traffic safety product 75 years ago, 3M has been committed to improving safety for workers and motorists," said John Houle, vice president and general manager, 3M Traffic Safety and Security Division. "With our contributions to these scholarship funds and our participation in National Work Zone Awareness Week, we hope to continue to raise visibility for the workers who put themselves at risk to improve our roadways."

For more information, visit 3M.com/RoadwaySafety.

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About 3M Traffic Safety and Security Division

3M Traffic Safety and Security Division is a global leader in developing products, systems and services for the transportation safety, vehicle registration and management, identification security, electronic monitoring, and library markets. A traffic safety innovator for 75 years, 3M technologies are used to produce high performance prismatic reflective sheeting for traffic signs, a full portfolio of bright and durable pavement markings, reflective materials for work zone applications, and roadway asset management systems and services. For more information about 3M's traffic safety solutions, visit www.3M.com/roadwaysafety.

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 \$30 billion in sales, 3M employs about 88,000 people worldwide and has operations in more than 70 countries. For more information, visit www.3M.com or follow [@3MNews](https://twitter.com/3MNews) on Twitter.

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