

# Post-it Brand from 3M and Startup Weekend Help Entrepreneurs Build Brilliant Ideas Together

Post-it Brand Sponsors Startup Weekend to Bring Collaborative Tools to Entrepreneurs Across the Country

To help accelerate ideas into reality, the Post-it® Brand from 3M is sponsoring Startup Weekend, a program through the non-profit UP Global that helps entrepreneurs launch their businesses in one weekend. As part of this sponsorship, Post-it Brand will provide products to approximately 300 Startup Weekend events throughout the United States. Through this partnership, the Post-it Brand will play a vital role in the idea-building and sharing processes among the events' participants.

Post-it Products used to brainstorm at the Startup Weekend events include: Post-it Big Pads, Post-it Easel Pads, Post-it Full Adhesive Roll, and Post-it Super Sticky Notes. The Post-it Brand will also be filming a series of videos that will be featured on [post-it.com/collaborate](http://post-it.com/collaborate) to help inspire others to turn their big ideas into reality.

"The Post-it Brand is excited to sponsor Startup Weekend and support their spirit of fostering creativity and innovation among the nation's leading entrepreneurial minds," said Jeff Hillins, global business director for Post-it Brand. "Through this sponsorship, we look forward to learning how Startup Weekend's participants use Post-it Products to help them create bigger, better ideas together."

Startup Weekend participants will also have the opportunity to submit entries to a photo contest, in which organizers and attendees can take inspiring photos of their team using Post-it Products for a chance to win a prize sponsored by Post-it Brand.

"There is a high correlation of the most successful teams and the quantity of ideas captured on the walls at Startup Weekend events," said Marc Nager, CEO of UP Global. "Post-it Products are already such a natural fit for our community, and we're excited to support even more collaboration with 3M's help."

Visit [post-it.com/collaborate](http://post-it.com/collaborate) to learn about brainstorming and project planning techniques. To find a Startup Weekend event near you, visit [startupweekend.org/events](http://startupweekend.org/events).

## About Startup Weekend

Startup Weekend is a non-profit organization that supports the development and expansion of entrepreneurship through events worldwide that educate aspiring entrepreneurs by immersing them in the process of moving an idea to market. Startup Weekend has built a network of more than 150,000 alumni and thousands of volunteer organizers spread across more than 600 cities in more than 110 countries. Google For Entrepreneurs, Coca-Cola, Amazon Web Services, and .CO are global partners. Startup Weekend is part of UP Global, the umbrella non-profit organization that serves entrepreneurs by building thriving startup communities around the world through its various programs and initiatives. For more information, visit <http://www.up.co/programs>.

## 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 \$31 billion in sales, 3M employs 89,000 people worldwide and has operations in more than 70 countries. For more information, visit [www.3M.com](http://www.3M.com) or follow @3MNews on Twitter.

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