

3M Open Partners With Vikings' Kyle Rudolph for NFL's My Cause, My Cleats Week

ST. PAUL, Minn.--([BUSINESS WIRE](#))--During Week 14 of the NFL season, hundreds of players from across the league will wear custom cleats to promote causes that matter to them for the NFL's My Cause, My Cleats campaign. The 3M Open and Minnesota Vikings tight end Kyle Rudolph have teamed up to design a pair of one-of-a-kind cleats that feature logos of M Health Fairview, University of Minnesota Masonic Children's Hospital and the 3M Open.

The cleats will be worn during Minnesota's Dec. 8 home game versus Detroit.

"This partnership with the 3M Open is about so much more than just sports," said Rudolph. "It represents the power of partnership in working towards a cause greater than ourselves. I am incredibly thankful to the 3M Open for its generous donation to [Kyle Rudolph's End Zone](#) and for its ongoing commitment to improve lives in our community."

This past July, Rudolph served as ambassador for the inaugural 3M Open to help advance the tournament's charitable efforts and event theme of Golf That Matters. The 3M Open donated more than [\\$1.5 million to local charities](#) through the 3M Open Fund, including \$600,000 to pillar partner M Health Fairview, University of Minnesota Masonic Children's Hospital. Kyle Rudolph's End Zone is a therapeutic patient care space located on the lobby level of the hospital.

The cleats were brought to life by well-known NFL shoe artist [Dan "Mache" Gamache](#), who created a design that resembles the iconic exterior of the children's hospital.

"The hospital building has an eye-catching treatment and I wanted to match that vibrancy on Kyle's shoes," said Gamache.

Gamache also applied a [3M patented black reflective film](#) on the cleats by using 3M™ Scotchlite™ Reflective Material - C790 Carbon Black Stretch Transfer Film. This technology is currently being used in active wear to enhance visibility in lowlight conditions and will help to illuminate the logos on Rudolph's shoes. This will mark the first time that C790 Carbon Black reflective technology has ever been highlighted on an NFL cleat.

About 3M

At 3M, we apply science in collaborative ways to improve lives daily. With \$33 billion in sales, our 93,000 employees connect with customers around the world. Learn more about 3M's creative solutions to the world problems at www.3M.com or on Twitter @3M or @3MNews.

About the 3M Open

A PGA TOUR event, the 3M Open inaugural event was won by Matthew Wolff in thrilling fashion in July 2019. Minnesota's only PGA TOUR event is contested at the TPC Twin Cities and will be held July 20-26, 2020. Managed by Pro Links Sports, the tournament benefits local programs through the 3M Open Fund. For more information, please visit www.3mopen.com. Follow the 3M Open at facebook.com/3MOpen and on Twitter @3MOpen.

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Multimedia Files:

Minnesota Vikings tight end Kyle Rudolph, 3M and the 3M Open teamed up to design a pair of one-of-a-kind cleats for the NFL's 2019 My Cause, My Cleats campaign. (Photo: 3M)


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