

3M Automotive Aftermarket Division to Thank Military Veteran Body Shop Workers with Chance to Spend a Race Day with Automotive Designer Chip Foose

Contest Now Open for Shop Owners to Nominate Military Veteran Employees for Chance to Win a Trip to November NASCAR® Race in Texas

ST. PAUL, Minn., (May 30, 2016) – 3M Automotive Aftermarket Division knows how much our nation’s veterans have given to our country. That’s why we have a long-standing commitment to giving to the men and women who served. Now, 3M AAD is offering the opportunity for body shop owners to say “thank you” to their veteran employees with a special contest.

Send a Hero to a NASCAR® Race

3M Automotive Aftermarket Division believes that our nation's military veterans make great employees for the collision repair industry. To show support and appreciation, 3M AAD is offering a chance for shop owners to recognize and honor a military veteran employee and have a chance to win a trip for both owner and employee to attend the NASCAR Sprint Cup Series Race in Texas on November 6.

Between now and 11:59:59 p.m. CT on August 31, 2016, shop owners can visit <http://3mcollision.com/HonorVets> to nominate a veteran co-worker and share what makes them a great employee. Ten winners will be drawn and each will win a trip for two (the nominator and the veteran) for an expense-paid trip to join Chip Foose at the Texas race.

“There are so many great veterans doing incredible work in body shops across the country,” said Dale Ross, U.S. Marketing Operations Manager at 3M Automotive Aftermarket Division. “We are looking forward to honoring some of those veterans who are making a positive impact on the collision repair industry, and those who have hired them, with a special trip to see the NASCAR race in Texas.”

3M AAD’s pledge to help veterans has seen great success. Through a partnership with the Collision Repair Education Foundation (CREF), 3M has donated more than \$750,000 since 2013 which has been used toward scholarships and tool grants for nearly 210 military veterans and their families through the 3M Hire Our Heroes program.

2016 Features 3M Hire Our Heroes Calendar and Commemorative Chip Foose Hood

The 2016 3M Hire Our Heroes program included a 2016 3M Hire Our Heroes Calendar with military photos and memorable quotes.

“We have already had a lot of success with the 2016 3M Hire Our Heroes Calendar,” said Dale Ross, U.S. Marketing Operations Manager at 3M Automotive Aftermarket Division. “For those who have not yet participated, the Chip Foose-designed commemorative hood will be the perfect addition to encourage more shop owners to donate to a great cause like the CREF.

There is still plenty of time to get the 2016 calendar. With a \$200 donation to the CREF, shops participating in the Hire Our Heroes June promotion will receive the calendar, window decal, almost \$1,000 in free goods, and a commemorative hood custom designed by Chip Foose.

“There’s still time to make your donation to the Hire Our Heroes campaign,” said Foose. “There’s no better way than to welcome America’s heroes home with the training and the tools for the collision repair industry.”

Chip Foose offered his thoughts creating the special hood and the 3M Hire Our Heroes program:
<https://www.youtube.com/watch?v=rzpPh0ftyUw&spfreload=10>

About Hire Our Heroes

The 3M Hire Our Heroes grants are available for qualifying returning veterans and family members. Grants may be used for tuition, school fees, tools, textbooks and equipment at qualifying technical schools. For additional information and to apply, visit www.CollisionEducationFoundation.org.

The ultimate goal of the 3M Hire Our Heroes campaign is to support the U.S. Chamber of Commerce in raising awareness for hiring America’s heroes and help drive employment in the collision repair industry for these deserving veterans and their families.

For more information on the 3M Hire Our Heroes campaign, contact Dale Ross, 3M Automotive Aftermarket, at daross1@mmm.com or visit www.3mcollision.com/hire.

About 3M Automotive Aftermarket Division

3M automotive products keep the world on the move, with innovative solutions for building, repairing and maintaining vehicles. From the collision repair professional to the individual vehicle enthusiast, people around the world trust 3M products to protect, repair and keep their vehicles looking showroom new. And our commitment to this industry extends beyond product performance to a careful stewardship of the world’s resources and environment. Serving the needs of our customers has made 3M a trusted leader in vehicle care and repair, and we are dedicated to earning that trust each and every day. For more information, contact 1-877-MMM-CARS, contact your local 3M Distributor or 3M Sales Representative or visit the website at www.3mcollision.com. Follow 3M AAD on Facebook at www.facebook.com/3MCollision and on twitter @3M_Collision and Instagram @3MCollision.

About 3M

3M is a science-based company with a culture of creative collaboration that inspires powerful technologies, making life better. With \$32 billion in sales, 3M employs 90,000 people worldwide and has operations in more than 70 countries. For more information, visit www.3M.com or follow @3MNewsroom on Twitter.

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Contact: Dale Ross
3M Automotive Aftermarket Division
Daross1@mmm.com

Deborah Robinson
drobinson@vmg1.com
312.505.4336