



NASCAR Star Jeff Gordon and 3M Automotive Aftermarket Division Salute Active Duty Military Members and Veterans through the 3M Hire Our Heroes Program

Gordon Offers Special 3M Hire Our Heroes “Thank You” for Fourth of July

ST. PAUL, Minn., (July 2, 2015) – Jeff Gordon, driver of the No. 24 3M Chevrolet SS, is joining forces with [3M Automotive Aftermarket Division](#) to offer a special [3M Hire Our Heroes “thank you”](#) to all of the active duty military members and veterans for the Fourth of July.

For the third year, the 3M Automotive Aftermarket Division will support the 3M Hire Our Heroes program to provide tool grants and assistance through the Collision Repair Education Foundation. Since 2013, the [3M Hire Our Heroes](#) program has donated more than \$500,000 to programs that have helped nearly 160 returning military veterans prepare for a career in collision repair.

“I’m honored to join the 3M Automotive Aftermarket team in saluting our country’s military members as part of the 3M Hire Our Heroes program,” said [Gordon](#). “As a four-time NASCAR champion, I know the value of a well-trained team. And no one is more committed to quality, professionalism, leadership and skilled performance than our military men and women. We’re proud to see those men and women now entering the work force at collision shops around the country. Thank you to all who have served our country. We salute you for your service.”



Recently, 3M Automotive Aftermarket Division and the Collision Repair Education Foundation (CREF) announced the 43 winners of this year’s 3M Hire Our Heroes awards. The winners include 35 students that are currently studying collision repair, and who have served or are currently serving in the military. Each winning student had the opportunity to select \$3,000 worth of tools to help them in their education and for employment after graduation.

“Our nation’s military veterans deserve every opportunity to get a great start in our industry,” said Dale Ross, U.S. Marketing Operations Manager at 3M Automotive Aftermarket Division. “We are happy to continue to give back to those who have served in our military through the 3M Hire our Heroes program, and wish them all great success in their future careers.”

In addition, eight collision students that have immediate family members that served or are serving in the military were selected as scholarship winners. Each student received a scholarship between \$1,000-\$2,500 to help with their education costs.

The Collision Repair Education Foundation is looking to help connect these students with industry businesses who would be interested in meeting and potentially hiring them. Businesses interested in hiring one of the winning students should send their business information including location to the Collision Repair Education Foundation at info@ed-foundation.org and the organization will help introduce both parties for potential employment opportunities.

Not only can veterans interested in a career in collision repair apply for the 3M Hire Our Heroes scholarships, they can learn their skills using the innovative 3M tools, materials and solutions donated to the program.

“The future of our industry starts with these students,” said Mark Algie, Business Development Manager, 3M Automotive Aftermarket Division. Our job is to not only provide the leading-edge training they need to succeed, but to also make sure that the latest tools, repair materials, and standard operating procedures are available to them.”

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. In addition, 3M is a national board member of the U.S. Chamber of Commerce Hiring Our Heroes program.

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

About the Collision Repair Education Foundation

The Collision Repair Education Foundation, founded in 1991, is a not-for-profit organization dedicated to securing donations that support philanthropic and collision repair education activities that promote and enhance career opportunities in the industry. For information on how to donate to programs supported by the Education Foundation visit us on the Internet at: www.CollisionEducationFoundation.org

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 @3M_Collision.

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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