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## **3M TO TAKE HOME THE PRIZE FOR CREATIVITY**

*International diversified technology group named recipient of 2006 Destination ImagiNation  
Risorgimento Award*

**ATLANTA**—(April 10, 2006)—Destination ImagiNation, Inc. (DI), the international program aimed at fostering creative problem-solving, has announced 3M as the recipient of the annual Risorgimento Award.

“We are proud to announce 3M as the recipient of this year’s Risorgimento award,” said DI president Bob Purifico. “They represent the practical embodiment of DI principles at work to better the world in which we live. It is our greatest hope that they are as honored to receive this award, as we are to receive their continued support, and the shining example they set for our students.”

3M, an innovative globally diversified technology company, capitalizes on the creative thinking of employees to create technical solutions for its customers. Prizing creativity and leadership in its employees, they began DI sponsorship over eight years ago as a demonstration of their commitment to education and critical creative problem-solving skills in tomorrow’s leaders.

The Minnesota-based company works tirelessly to promote innovation and science—prized principles within the organization—through the sponsorship of various scholarships and awards, awarding more than \$39 million to various educational and charitable organizations in 2005.

The Risorgimento Award is presented annually at the organization’s Global Finals event in recognition of outstanding creativity that transforms the world in which we live. Previous recipients have included the Walt Disney Company, NASA, Velcro Corporation and most recently, world renowned maze designer Adrian Fisher.

3M has six core businesses including the Consumer and Office business division responsible for the creation of the ubiquitous Scotch tapes brands and Post-it®. Aptly, 3M’s Scotch Tapes are must-haves for most DI students, and have held a starring role in DI events and tournaments.

Over the years the multipurpose duct tapes have been the focus of DI poems and scripts, and the sole material used in the creation of entire costumes and props. However, duct tape receives its highest testament to date at the "Really Big Duct Tape Thing" held annually at Global Finals. As a piece of community art that evolves throughout the course of Global Finals, participants attach various portions of their props and costumes to giant pieces of plywood that are then assembled into an accordion-style display in a common area of the UT campus. The event is so popular amongst students, that although the idea is often re-created at smaller affiliate events, many members save their offerings for the final event at Globals.

3M representatives will be present at the Opening Ceremony for the Global Finals event on Wednesday, May 24, 2006 on the campus of the University of Tennessee, Knoxville, to formally accept their award.

For more information on the award or Global Finals, please log onto [www.idodi.org](http://www.idodi.org).

### **ABOUT DESTINATION IMAGINATION**

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Destination Imagination is an international program designed to foster creativity and problem-solving abilities. The original Flagship program provides students the opportunity to flex their creative problem-solving muscles by competing in one of five challenges; exploring themes of technical/mechanical engineering, theatre arts, science, fine arts, structural/architectural design and theatrical improvisation.

Additional programs include **DICor**, a corporate consulting division; **DI eXtreme**, an accelerated program geared towards students at the university-level; **Rising Stars!**, a program for early learners ages 4-7; **DI Later**, a program designed for adults; the **Model School Program** which shares DI's creativity and critical thinking principles with teachers and school administrators; **Enrichment Programs** which enhance existing camps and community events; and **Project Outreach**, a service/learning program allowing students the opportunity to explore creative solutions to social issues.

DI is sponsored by the National Dairy Council, 3M and Velcro USA. Visit Destination ImagiNation online at [www.destinationimagination.org](http://www.destinationimagination.org).

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