

# Post-it and Scotch Brand have your back to school with JoAnna Garcia Swisher

*The iconic brands announce a limited edition Back-to-School Countdown Kit giveaway to jump-start the school year*

ST. PAUL, Minn., July 11, 2024 /PRNewswire/ -- Post-it® and Scotch™ Brand have teamed up with actress, producer, and lifestyle brand creator JoAnna Garcia Swisher to provide the ultimate all-in-one Back-to-School Countdown Kit complete with tips and products to ease back into a routine, take upcoming school projects to new places, and conquer the year ahead.

"I've taken a new approach to back-to-school preparation this year. We're starting early, getting organized, and having fun as we ease into the season," says Swisher. "Just like all parents, I want to ensure the best for my family and be ready for whatever comes our way throughout the year. The Post-it and Scotch Brand Back-to-School Countdown Kit helps us achieve just that! It's keeping us energized and focused – we're making our lists, preserving our favorite summer memories, and setting new goals for the upcoming year."

The Back-to-School Countdown Kit is a desktop organizer that contains everything you need to gear up for the year ahead. It features 21 projects, activities, and all the Post-it and Scotch Brand products you need to build excitement as you count down to the big day:

**Countdown Calendar:** The 21 featured projects can be done daily as outlined in the calendar or as however best supports your back-to-school preparation.

**Post-it Brand Products:** An assortment of vibrant Post-it Notes in different, sizes, and colors - [Post-it® 100% Recycled Super Sticky Notes](#), [Post-it® Super Sticky Notes](#) (Available in an array of colourful collections), and [Post-it® Transparent Notes, Assorted Colors](#) and [clear](#).

**Scotch Brand Products:** A pair of Scotch® Brand Scissors and a variety of Scotch Brand Tape: [Scotch® Magic™ Tape](#), [Scotch® Super-Hold Tape](#), [Scotch® Double-Sided Tape](#), and [Scotch® Wall-Safe Tape](#).

"We are thrilled to support parents and students as they set up for a successful back-to-school season," says Heather Green, president, Consumer Business Portfolio at 3M. "We're committed to offering ways to reinvent our products and provide solutions that make life a little easier -- whether organizing, creating, or planning, it enables us to meet the needs of our consumers in impactful and meaningful ways. The collaboration of Post-it and Scotch Brand is another step in doing that, giving you the perfect duo to support your back-to-school needs and more."

A limited number of kits will be available today through Friday, July 19. Please visit [Post-it.com/BacktoSchoolSweepstakes](#) to learn more and request your Back-to-School Countdown Kit to enjoy with your family. In addition to those who win, a printable version of the projects, activities, and tips are available at [Post-it.com/BacktoSchool](#).

**NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.** Open to legal residents of the 50 United States (D.C), 18 years and older (19 in AL and NE and 21 in MS). Void where prohibited. Begins on July 11, 2024 at 8:01 a.m. ET and ends on July 19, 2024 at 11:59 p.m. ET. For Official Rules, prize descriptions and odds disclosure, visit [Post-it.com/BacktoSchoolSweepstakesRules](#). Sponsor: 3M Company, 3M Center, St. Paul, MN 55144.

## **About Post-it® Brand**

Post-it® Brand can help you get your ideas out into the world because they can be the spark of something bigger. Think big, then Think Loud. For more information about Post-it® Brand, like or follow us on [Facebook](#), [Instagram](#) or [Pinterest](#).

## **About Scotch™ Brand**


At Scotch™ Brand, we believe in resourcefulness and ingenuity. We exist to help people discover the magic of being hands on. But to do a job well, you need the right tools. Since the invention of the first transparent tape in 1930, Scotch™ Brand and 3M

have offered more than 400 varieties of adhesive tape and countless other products from spray adhesives and super glue to tape dispensers and laminators. For every project there's an ideal tool. We'd like to help you find it. Follow us on: [Facebook](#), [Instagram](#) or [Pinterest](#).

### **About 3M**

3M (NYSE: MMM) believes science helps create a brighter world for everyone. By unlocking the power of people, ideas and science to reimagine what's possible, our global team uniquely addresses the opportunities and challenges of our customers, communities, and planet. Learn how we're working to improve lives and make what's next at [3M.com/news](https://www.3m.com/news).

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Additional assets available online:  [Photos \(4\)](#)

<https://stage.mediaroom.com/3m/2024-07-11-Post-it-and-Scotch-Brand-have-your-back-to-school-with-JoAnna-Garcia-Swisher>