

# CONTEST CORNER



## The Hunt Is On For The Oldest Can

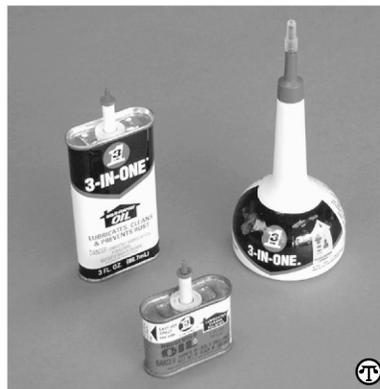
(NAPS)—Basement junk, workshop odds and ends, and seemingly useless clutter may not be so useless after all. Amongst the loot could be a vintage bottle or can that will make someone a winner.

WD-40 Company is calling on consumers to ransack their homes for the oldest can or bottle of 3-IN-ONE® Oil they can find. The winner of the contest—that is, the person whose bottle is deemed the oldest—will receive a \$1,000 cash reward and a Dremel prize package that includes a Dremel Professional Tool, Right Angle Attachment, Auto/Cycle Repair Kit and Home Improvement Kit. The second place winner will receive a Dremel MultiPro kit and Right Angle Attachment, while third place will receive a Dremel MultiPro kit.

Created in 1894, 3-IN-ONE Oil has seen its container “morph” throughout its 106-year history—from a glass bottle in the late 19th century, to the familiar red-and-white tin can around World War II, to the recent introduction of a high-tech plastic Telescoping Spout.

“A brand that’s 106 years old carries a significant amount of consumer nostalgia,” said Wanda Griffin, associate brand manager for WD-40 Company. “We’re hoping people search their workshops, basements and garages for vintage bottles and cans, and recall why 3-IN-ONE Oil has been a household favorite since 1894.”

Developed originally for use on bicycles, the product was designed to lubricate, clean and prevent rust—three functions which led to its name. Now people use the product on virtually everything that moves, from exercise equipment and skateboard bearings to



**Can do? A new contest seeks old cans or bottles of a popular lubricant.**

machinery and hinges. The recently introduced Telescoping Spout delivery system features a five-inch extendable spout designed to get at hard-to-reach places.

Entrants are asked to mail a color photo of the can and estimate the year they believe it was made. A brief story behind the can is encouraged, but will not affect the judging. Finalists who are believed to have some of the oldest containers will be asked to send in their original can or bottle for final judging.

The entry deadline is June 14, 2001. For official rules and information on how to enter, consumers can call 1-888-222-9340, or 619-497-5384 in San Diego, or access the 3-IN-ONE portion of WD-40 Company’s Web site at [www.wd40.com](http://www.wd40.com).

3-IN-ONE Oil is available at leading retailers nationwide. Additional information about WD-40 Company and its brands may be obtained on the World Wide Web at [www.wd40.com](http://www.wd40.com).