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SONJA HENIE ST. MORITZ 1928

You don't change things forever with the same old song and dance.

WHEN SONJA HENIE stepped onto the ice at the 1928 Olympic Games, few guessed she would change figure skating forever.

But then, she did something no Olympic skater had ever done before. She included ballet in her routine, performing the "Dying Swan" sequence from Tchaikovsky's "Swan Lake."

She captured the gold medal with her innovative performance. And, since that day, dance has been part of virtually every competitive figure skating performance.

At 3M, we champion the will to find a better way—not simply imitate what's been done before. We've built a company on that innovative spirit. Because, we know that when you bring the world a better way, there's no going back.

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