



World's Largest Sticker Ball Under Construction

StickerGiant Urges Americans to "Stick Together" & Celebrate the Sticker on Inaugural National Sticker Day, January 13th

HYGIENE, COLO. , Dec. 23, 2015... Just when you think there are no more mountains to climb, a sticker company in Hygiene, Colorado has undertaken a big task – to build the world's largest sticker ball. StickerGiant, which started in 2001 in founder John Fischer's basement and today is one of the nation's largest sticker companies, has already amassed a nearly three-foot in diameter, 125-pound sticker ball made up of 110,000 stickers painstakingly placed one on top of one another to form a giant ball. If stretched out, the stickers would line 11 miles of car bumpers.

StickerGiant's goal is to set a Guinness World Record and double the size of the ball, affectionately known as "Saul," by January 13, 2016, which has been declared "National Sticker Day."

Company founder John Fischer stated, "We print 9,300 miles of stickers a year, and each of them tells a story. We founded National Sticker Day to celebrate the fact that no matter what your opinion, your taste in music, your political affiliation or whether you kid is an honor roll student or not, in this country, you can share message in a colorful and fun way. To us, the humble sticker is the perfect canvas to tell a story or share your opinion. On National Sticker Day, we hope Americans will 'stick together' to rise above and celebrate our freedom of speech and the unique role stickers have played in it."

Stickers have indeed played an important role in history, whether in politics or humor, they were one of the first ways that individual Americans began to share their views.

"Stickers were the pre-runner of Facebook and Twitter," says Fischer. "Starting with the "I Like Ike" bumper sticker in the 1950s, bumper stickers gave people the opportunity to share their thoughts in a few words, and, often with humor, to let people know what they were thinking."

And no matter what your opinion, StickerGiant and "Saul" are happy to help you share it. Saul has already made many public appearances at local Colorado breweries and bars, where patrons have had the opportunity to add to his girth. StickerGiant prints stickers and labels for more than 1,800 breweries nationwide, and many of the stickers on "Saul" come from some of the nation's top craft breweries.

"Saul" contains stickers of all sizes and affiliations, from simple name tags to promotional stickers for brands, political movements, events, bands and more.

“We don’t care what your opinion is. We’ve printed political stickers for every office and affiliation. In fact, Trump and Clinton stickers are peacefully coexisting together on Saul right now, united in celebrating stickers and being a part of the world’s biggest sticker ball.”

FIRST NATIONAL STICKER DAY TO BE JANUARY 13, 2016

Fischer states, “There are a few hundred national days, but there was no National Sticker Day, so we set out to change that.” National Sticker Day has now been proclaimed to be January 13, 2016. That is the fateful day when in 1907, R. Stanton Avery was born. Avery, in 1935 would create the first self-adhesive label using a peel off. The sticker, as we know it, was born.

For National Sticker Day, “Saul” will be officially weighed at noon at Wibby Brewery on 209 Emery Street in Longmont, CO. “Saul’s” weight, measurements, photos and videos will be submitted to Guinness World Record. The public is invited to attend and help contribute to Colorado’s entry to world-wide fame by adding stickers to “Saul.”

Sticker fans will also have an opportunity to meet and add to “Saul” at a series of appearances on January 12, 2016, including a roll down the 16th Street Mall at noon, beginning at the State Capitol.

“The great thing about stickers, is they play both sides,” Fischer said. “For every sticker that is for a subject, there’s one that’s against it. It’s a completely American way to express yourself, guaranteed by the Constitution, and often conducted with great humor and cleverness.”

PERSONAL APPEARANCES

“Saul” is available for personal media appearances. “Saul” can even be decorated with network station bumper stickers, which will be provided by StickerGiant. Or “Saul” can be dressed in all brewery stickers, all political stickers, or any combination. To arrange for an interview with “Saul,” contact: Jesse Michaels, Marketing Director at marketing@stickergiant.com.

ABOUT STICKERGIANT

StickerGiant.com LLC is a promotional sticker and product label company based in Hygiene, Colorado. StickerGiant was a startup business in 2001 selling retail stickers. Over the years, they have become “The Sticker Experts” printing up high-quality custom stickers and labels. They strive to provide the best customer service and support for all. Peel it, stick it, and share your story with the world. Every sticker has a story. Located only one hour from Denver International Airport and 10 minutes from the closest UPS sorting facility, it is easy for them to get stickers anywhere really fast. They provide free shipping for all of the United States and Canada, with intentions to expand to the U.K., Australia and New Zealand in the near future.

MEDIA CONTACT: Joy Meadows, 303-522-9045, joy@meadowspr.com