

RESOLUTION NUMBER R- 298381

ADOPTED ON SEP 22 2003

WHEREAS, in 1953, a fledging company named Rocket Chemical Company and its staff of three set out to create a line of rust-prevention solvents and degreasers for use in the aerospace industry, in a small laboratory in San Diego, California; and

WHEREAS, after 40 attempts, a successful water displacing formula was created, and this invention became known as WD-40, which stands for "Water Displacement perfected on the 40th try," and is still in use today; and

WHEREAS, a few years following its first industrial use, Rocket Chemical Company founder Norm Larsen experimented with putting WD-40 into aerosol cans, reasoning that consumers might find a use for the product at home, and, in 1958, WD-40 made its first appearance on store shelves in San Diego; and

WHEREAS, in 1969, the company was renamed WD-40 Company, and, over the years, WD-40 Company has grown into a global consumer products company with brands that can be found in households and workplaces throughout America and the world; and

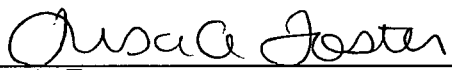
WHEREAS, WD-40 Company continues to build the brand name by developing and acquiring products that deliver a unique high value to consumers, while acting upon a commitment to protecting the environment and saving natural resources; and

WHEREAS, on September 23, 2003, WD-40 Company will be celebrating 50 years of service, friendship, and success in San Diego and throughout the world; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that this Council, for and on behalf of the people of San Diego, does hereby join WD-40 Company in celebrating its 50th anniversary and recognize WD-40 Company for its remarkable role in our community.

BE IT FURTHER RESOLVED, that September 23, 2003, be and is hereby proclaimed to be **"WD-40 COMPANY 50TH ANNIVERSARY DAY"** in the City of San Diego.

APPROVED: CASEY GWINN, City Attorney

By   
Lisa A. Foster  
Deputy City Attorney

LAF:jab  
09/03/03  
Or.Dept:Mayor  
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