

NASCAR Wisdom

Effort To Get NASCAR Fans To Quit Smoking Gains Speed

(NAPSA)—One sponsor of the 2005 NASCAR season is interested in helping people make it over the finish line by helping them to quit smoking.

The season opened with Nicorette's debut as the first quit-smoking sponsor in the motor sport's history, and the end of the season has seen the second quit-smoking brand sponsoring a car.

To top it off, GlaxoSmithKline (GSK) Consumer Healthcare has announced plans for 2006 that include the wildly popular driver Jeff Gordon and his #24 car and a sponsored race as part of the company's efforts to help race fans, their friends and family members who want to quit smoking.

Commit Stop Smoking Lozenges, the company's medicinal nicotine product for smokers trying to quit, signed on as the primary sponsor of Ganassi Racing's #39 Commit Dodge for two 2005 NASCAR Nextel Cup Series races. Rookie driver David Stremme used the opportunity to gain more experience before he moves up to the Cup Series full time in 2006.

In 2006, Nicorette broadens its NASCAR presence on the track by joining Hendrick Motorsports' #24 DuPont Chevrolet team as an associate sponsor. Jeff Gordon will run a #24 DuPont/Nicorette Chevrolet twice during the 2006 NASCAR NEXTEL Cup Series; his first of two paint schemes was recently unveiled at Lowe's Motor Speedway in Charlotte, N.C.

The company will also continue to sponsor Chip Ganassi's #41 Target Dodge to be driven in 2006 by promising newcomer Reed Sorenson. NASCAR will also have its first



Four-time NASCAR championship driver Jeff Gordon and Bill Slivka, vice-president of GSK Consumer Healthcare unveil the paint scheme for the new #24 DuPont/Nicorette Chevrolet.



With a special paint scheme to promote Commit Stop Smoking Lozenges, NASCAR driver David Stremme (#39) pulls ahead of Jeremy Mayfield at the UAW-GM Quality 500 at Lowe's Motor Speedway.

ever quit-smoking title sponsor for a race when the Nicorette 300 Busch Series event runs March 18, 2006 in Atlanta.

At Cup Series races throughout 2006, a Winners Circle exhibit will counsel smokers about quit-

ting and entertain fans with an exciting racing simulator.

For fans that don't make it to the track, Quit2WinRacing.com offers information about quitting smoking as well as racing news and behind-the-scenes interviews.