

NASCAR News And Notes

NASCAR Steers Fans Away From Cigarettes

(NAPSA)—During the 2006 NASCAR season, Nicorette, NicoDerm® CQ® and Commit® launched the QUIT Crew smoking cessation program for NASCAR teams, officials and media. A total of 186 participants from five different teams as well as NASCAR officials and media enrolled in the program.

This year, Nicorette plans to continue expansion of the QUIT Crew program through partnerships with additional NASCAR teams and organizations. Quit smoking support will also be available to NASCAR fans attending races at the Nicorette Winner's Circle Exhibit. Fans can find information about the Nicorette racing program, quitting smoking, and the products to help them by visiting www.quit2winracing.com.

This season's sponsorship for Nicorette will be showcased by a total of four special paint schemes with Jeff Gordon and the No. 24 Hendrick Motorsports DuPont Chevrolet. The four paint schemes mark an increase from Nicorette's two paint schemes with the No. 24 team in 2006. Nicorette will remain a yearlong associate sponsor for Gordon and Hendrick Motorsports throughout 2007.

This season's four special Nicorette paint schemes will be run at Las Vegas Motor Speedway on March 11; Chicagoland Speedway on July 15; Richmond International Raceway on September 8; and Atlanta Motor Speedway on October 28. The 2007 special paint scheme features a design by



A NASCAR program could help pit crews and racing fans quit smoking.

famed motorsports artist Sam Bass.

“After a tremendous first year in 2006 with Jeff and Hendrick Motorsports, we are looking forward to these four special Nicorette paint schemes on the No. 24 car in 2007,” said Steve Kapur, Senior Brand Manager, Promotional Marketing at GlaxoSmithKline Consumer Healthcare. “With this increased sponsorship, we hope to bring more visibility to our QUIT Crew efforts as we look to help more individuals quit smoking.”

The QUIT Crew program provided participants with the proper use of the Nicotine Replacement Therapy products Nicorette, NicoDerm CQ and Commit as well as one-on-one counseling from smoking cessation experts.

“I am proud to be involved with a sponsor such as Nicorette that focuses on making a difference in people's lives and helping people achieve better health by quitting smoking,” said Gordon. “Nicorette has been an excellent sponsor and I look forward to an even better season in 2007.”