

## DRIVE4COPD Campaign Backgrounder

### What is the DRIVE4COPD campaign?

Launched in February 2010, DRIVE4COPD is a multi-year public health initiative to screen the millions of people who may be at risk for Chronic Obstructive Pulmonary Disease (COPD), the nation's fourth leading cause of death. This initiative aims to help millions of people affected by COPD by focusing national attention on this common disease. The campaign includes:

- DRIVE4COPD 300, the first NASCAR Nationwide Series™ race of the season
- Serving as the “Official Healthcare Initiative of NASCAR,” encouraging COPD screenings at seven major races this year
- “Race for the Missing Millions,” a star-studded 4-day cross-country “race” to identify the millions of people who may be at risk for COPD and don’t know it
- 44 “Pit Stop” local COPD screening events
- Celebrity public service announcements and appearances
- Campaign Web site ([DRIVE4COPD.COM](http://DRIVE4COPD.COM))
- Original campaign song composed by country music star Patty Loveless
- Iconic pinwheel symbol developed for the initiative
- Capitol Hill and entertainment industry briefings

### Who is the DRIVE4COPD Race Team?

The DRIVE4COPD Race Team is encouraging people across the country to learn about COPD and find out if they or a loved one may be at risk. Each team member is racing for close family members who have battled a form of COPD, which includes chronic bronchitis, emphysema or both. The DRIVE4COPD Race Team includes:



**Danica Patrick**, NASCAR Nationwide Series™ driver, and the first woman to win a major closed-course auto race, is leading the race team in honor of her grandmother who had emphysema.



Emmy-nominated actor **Jim Belushi** is racing for his father who had chronic bronchitis and his aunt who has it.

#### Partnering Organizations



#### Founding Sponsor





Olympic Gold Medalist **Bruce Jenner** is racing for his wife's grandparents who both had emphysema.



Grammy Award-winning country music star **Patty Loveless** is racing to honor her sister who passed away with emphysema.



Former Pro Football Star **Michael Strahan** is racing in memory of his uncle who had emphysema.

### **What is the campaign song?**

Patty Loveless, a cousin of both Loretta Lynn and Crystal Gayle, composed an original song for DRIVE4COPD, inspired by the painful experience of watching her sister succumb to emphysema. People can download the song on [DRIVE4COPD.COM](http://DRIVE4COPD.COM).

### **How can people get involved?**

The campaign Web site, [DRIVE4COPD.COM](http://DRIVE4COPD.COM), contains information about COPD and the DRIVE4COPD campaign. It also has a five-question screener that people can complete or send to family members and friends who may be at risk for the disease. Results from the screener can help people begin a dialogue with their healthcare provider. People can also learn more about COPD by attending one of the "Pit Stop" screening events taking place throughout the year at NASCAR races, major professional sporting events and country music concerts.

### **Who is behind DRIVE4COPD?**

Boehringer Ingelheim Pharmaceuticals, Inc., the founding sponsor of the campaign, has joined forces with a cross-section of organizations on DRIVE4COPD to bring COPD to the forefront including:

- **American Lung Association:** Now in its second century, the American Lung Association is the leading organization working to save lives by improving lung health and preventing lung disease. With your generous support, the American Lung Association is "Fighting for Air" through research, education and advocacy. For more information about the American Lung Association or to support the work it does, call 1-800-LUNG-USA (1-800-586-4872) or visit [www.lungusa.org](http://www.lungusa.org).
- **COPD Foundation:** The COPD Foundation is a not-for-profit organization created in 2004, and has become the COPD community's forefront organization, driven by the individuals affected by COPD, that has addressed educational, research and advocacy issues that concern the community in order to improve the quality of life for the 24 million Americans affected by COPD. For more information about the COPD Foundation and its programs, call the C.O.P.D. Information Line at 1-866-316-COPD (2673) or visit the website at [www.copdfoundation.org](http://www.copdfoundation.org).
- **NASCAR:** The National Association for Stock Car Auto Racing, Inc. (NASCAR) is the sanctioning body for one of North America's premier sports. NASCAR races are broadcast in more than 150

countries and 20 languages. NASCAR fans are the most brand loyal in all of sports, and as a result more Fortune 500 companies participate in NASCAR than any other sport.

**About Boehringer Ingelheim Pharmaceuticals, Inc.**

Boehringer Ingelheim Pharmaceuticals, Inc., based in Ridgefield, CT, is the largest U.S. subsidiary of Boehringer Ingelheim Corporation (Ridgefield, CT) and a member of the Boehringer Ingelheim group of companies.

The Boehringer Ingelheim group is one of the world's 20 leading pharmaceutical companies. Headquartered in Ingelheim, Germany, it operates globally with 138 affiliates in 47 countries and approximately 41,300 employees. Since it was founded in 1885, the family-owned company has been committed to researching, developing, manufacturing and marketing novel products of high therapeutic value for human and veterinary medicine.

For more information, please visit <http://us.boehringer-ingelheim.com> and follow us on Twitter at [twitter.com/boehringerUS](https://twitter.com/boehringerUS).

###

©2010 Boehringer Ingelheim Pharmaceuticals, Inc. All rights reserved.  
DRIVE4COPD is a trademark of Boehringer Ingelheim Pharmaceuticals, Inc.

NASCAR® is a registered trademark of the National Association for Stock Car Auto Racing, Inc.