



Men's Health Network
P. O. Box 75972
Washington, D.C. 20013
202-543-MHN-1 (6461)
Fax 202-543-2727

For Immediate Release:

June 30, 2000

NASCAR Sponsor to Donate Merchandise Proceeds to Men's Health Network

Pfizer, Inc., the pharmaceutical company that produces Viagra, has joined NASCAR to announce that racing superstar Mark Martin will drive the No. 6 Viagra Ford in the 2001 Winston Cup Series.

Along with the new Viagra/Mark Martin team will be a new merchandise line, scheduled to debut in time for the Christmas Season. Pfizer has announced that it will donate its share of the proceeds from the Mark Martin merchandise to Men's Health Network, a contribution that will allow Men's Health Network to expand its outreach programs.

"We are so pleased to be a recipient of this generous donation from Pfizer, made possible through the NASCAR program. The funding will enable us to conduct men's health screenings at other venues nationally and to develop a website to reach out to even more men," said Jean Bonhomme, MD, a board member of Men's Health Network.

Men's Health Network is a non-profit organization whose efforts lead Congress to approve National Men's Health Week, which gives health care providers, public policy makers and the media an opportunity to encourage men and boys to seek regular medical advice.

Thanks to the efforts of Pfizer and NASCAR, the Men's Health Network will be better able to save men's lives by reducing premature mortality and help men improve their physical and mental health.

The donation by Pfizer to the Men's Health Network continues the company's devotion to men's health. In February of 2000, Pfizer launched the Men's Health Tune-up for Life program to help educate men and their partners about common medical conditions. The program has the capacity to screen more than 35,000 men during the 2000 Winston Cup season.

Men's Health Tune-up for Life Trailer is set up in the infield of the Winston Cup tracks to offer questionnaires and screenings for conditions like high cholesterol, diabetes, depression, and erectile dysfunction. Free education materials on common health conditions will also be available.

Other Men's Health Network initiatives include the USPS Prostate Cancer Awareness Stamp and the Men's Healthline (1-888-MEN-2-MEN).