

What is **DRIVE4COPD**?

DRIVE4COPD is the nation's single largest awareness campaign for chronic obstructive pulmonary disease (COPD), the nation's fourth leading cause of death. Launched in February 2010, this landmark public health initiative is working to help people recognize the signs and symptoms of COPD and take action to see if they may be at risk and talk to their healthcare professional.

DRIVE4COPD has been embraced by leading health, business, entertainment, and sports organizations with a common goal of driving fundamental change in COPD awareness in the United States. The campaign is driven by a powerful network of organizations including the American Association for Respiratory Care, COPD Alliance, COPD Foundation, Country Music Association, U.S. COPD Coalition, and founding sponsor Boehringer Ingelheim Pharmaceuticals, Inc. DRIVE4COPD is also the Official Health Initiative of NASCAR®. The contributions of these and additional partners are invaluable to the campaign's success, and DRIVE4COPD welcomes others to join the movement.

The campaign icon of a pinwheel symbolizes the movement and the momentum of DRIVE4COPD, as the effort is racing to find people who may be at risk and driving to change the way people think about COPD. The icon also has relevance to the disease as an emblem of a person's ability to breathe, as people with COPD may struggle to get enough air to make a pinwheel spin.

What is COPD?

COPD includes chronic bronchitis, emphysema or both. It is a progressive disease that causes irreversible lung damage, so early diagnosis and disease management are critical to helping patients breathe better. Because it is a largely unrecognized disease, the DRIVE4COPD campaign offers a brief five-question screener to help people identify their risk for COPD. This validated COPD Population Screener™ can be accessed at DRIVE4COPD.COM. For many, taking the screener may be the first time they have considered if they are at risk for COPD. Those who score at risk for COPD are encouraged to begin a dialogue with their healthcare professional about any breathing problems they may have to help improve earlier detection and management of this progressive disease.

Who are the **DRIVE4COPD** Celebrity Ambassadors?

The campaign has engaged a strong network of Celebrity Ambassadors to help drive national attention to the disease. The current DRIVE4COPD Celebrity Ambassadors include multi-platinum recording artist and television star Billy Ray Cyrus, Grammy Award-winning country music star Patty Loveless and Go Daddy and NASCAR Nationwide Series™ Driver Danica Patrick. Each has a personal story of a loved one who struggled with COPD. Throughout the year, the Ambassadors reach audiences across the country through appearances, media interviews and public service announcements, encouraging the public to learn their risk for the disease.



Billy Ray Cyrus



Patty Loveless



Danica Patrick

Partnering Organizations



What are Key Initiatives of DRIVE4COPD?

DRIVE4COPD is working to put the brakes on COPD through diverse channels, including art, music, sports, live events and online activities.

To expand the movement and reach people through art, the campaign has partnered with internationally renowned artist and sculptor Michael Kalish to create **24M: The DRIVE4COPD Monument**. Inspired by the iconic DRIVE4COPD pinwheel, **24M** is a visual representation of the impact of COPD in the United States to encourage the public to take action to see if they may be at risk. A total of 2,400 license plates were used to construct the 24 large-scale pinwheels, each standing between eight to 14 feet tall with a six-foot span. The number of license plates from each of the 50 states reflects the percentage of that state's population affected by COPD. Each of the 24 pinwheels is secured to a base formed into the shape of one or more states that together form the map of the contiguous United States. When visiting **24M**, people can walk through the monument following a self-guided tour to learn about its creation, the impact of COPD, and the DRIVE4COPD campaign. The general public can access tour dates and locations, exclusive video of Kalish creating **24M**, a downloadable walking tour script and an audio tour by visiting DRIVE4COPD.COM or using the "QR," or Quick Response codes found at the **24M** display.

The **Great American Screen Off** is another initiative of DRIVE4COPD, designating November 4th as a one-day wake-up call to inform the American public about the importance of early COPD screening and detection. On this day, people 35 years of age and older are encouraged to take the COPD Population Screener™ in their healthcare professionals' office or online at DRIVE4COPD.COM to know their risk for COPD. Further, the general public can lend their support for COPD awareness and DRIVE4COPD by wearing the color orange on this day.

Through these endeavors DRIVE4COPD is fulfilling its mission to educate Americans with the message that early COPD screening and detection may help those with COPD to breathe easier.



Michael Kalish



How Can Others Get Involved?

Public

People who'd like to learn more about COPD or find out if they may be at risk can log onto DRIVE4COPD.COM and take a five-question screener. The COPD Population Screener™ is a validated screening tool that helps people age 35 or older identify risk factors for COPD. If the screener indicates one may be at risk, the results should be discussed with a healthcare professional. Those younger than 35 can engage by making the Pinwheel Promise, a pledge to learn about COPD and recognize the importance of early screening by encouraging friends and loved ones to take a screener to determine their risk.

Partnering Organizations



Online, **DRIVE4COPD.COM** provides information about COPD and highlights campaign news and happenings. In addition, through the website, people can find upcoming events, 24M tour dates and PitStop locations where DRIVE4COPD will be taking its message on the road to bring education and screening opportunities directly to communities from coast to coast. DRIVE4COPD is also on Facebook, Twitter, Flickr and YouTube, where people can track COPD news and campaign updates.

Healthcare Professionals

For those who work in the healthcare industry, DRIVE4COPD offers an HCP-focused website, available at **DRIVE4COPD.COM/HCP**. On the site, doctors and health professionals may access unique resources including a customizable toolkit with campaign assets and screening materials specifically tailored for their use.

Businesses, Corporations and Third Party Organizations

The success of DRIVE4COPD is built on a solid foundation of campaign partners who embrace the campaign's mission as their own. Sports, entertainment, music, art, healthcare and business-focused organizations all work together to maximize the reach of the campaign. DRIVE4COPD has made it convenient for organizations to host their own screening events and raise COPD awareness through customized assets available for organizations based on various levels of commitment to the campaign. DRIVE4COPD welcomes new partners to join the movement and advance the mission of improving lung health in America. For information on how to join the movement, visit **DRIVE4COPD.COM/DRIVERTOOLKIT**.

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 including:

American Association for Respiratory Care

The American Association for Respiratory Care (AARC) is the leading national and international professional association for respiratory care. The AARC encourages and promotes professional excellence, advances the science and practice of respiratory care, and serves as an advocate for patients and their families, the public, the profession and the respiratory therapist. www.AARC.org

COPD Alliance

The COPD Alliance was formed to provide primary care clinicians with timely information, tools and support to facilitate the recognition, diagnosis and treatment of COPD. We are composed of multidisciplinary societies and corporations whose commitment is to help primary care clinicians improve their patients' quality of life through early diagnosis and management of COPD. www.copd.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

Partnering Organizations



**Boehringer
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Country Music Association

More than 6,000 music industry professionals and companies around the globe are members of the Country Music Association. Formed in 1958 as the first trade association for a single genre of music, the organization's objectives are to serve as an educational and professional resource for the industry while advancing the growth of Country Music around the world. This is accomplished through CMA's strategic imperatives – CMA Music Festival and the CMA Awards. For information about CMA visit www.CMAworld.com

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. www.nascar.com

U.S. COPD Coalition

Since 2001, the U.S. COPD Coalition has connected major professional, government, academic and patient organizations, all with the objective to improve the lives of people with COPD. The U.S. COPD Coalition's programs help to promote COPD awareness and education, enhance the effectiveness of member organization/partners' COPD efforts and ensure lawmakers hear the collective voice of the COPD Community. www.uscopdcoalition.org
To learn about additional Corporate Drivers who have joined DRIVE4COPD to put the spotlight on COPD, visit DRIVE4COPD.COM/CORPORATE-DRIVERS.ASPX.

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 142 affiliates in 50 countries and more than 41,500 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.

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