United Breast Cancer Foundation Featured at Daytona 500 and Entire 2019 NASCAR Season

Raising Male Breast Cancer Awareness Throughout the Season

HUNTINGTON STATION, N.Y. (PRWEB) February 15, 2019 -- For the second consecutive year, United Breast Cancer Foundation's print Call to Action Public Service Announcement (PSA), "Drive Out Breast Cancer®", is featured during the entire 2019 NASCAR (National Association for Stock Car Auto Racing) season in both editions of the Official 2019 NASCAR Souvenir Publications Anthem as well as the Official Daytona 500 Race Day Program. UBCF's print Call to Action PSA, requesting NASCAR fans to donate a vehicle in support of breast cancer patients and families, features the image of our American flag with educational facts about both male and female breast cancer. One of UBCF’s goals is to increase awareness of male breast cancer and encourages men and women to be aware of any physical changes. Learn the Self Breast Exam here: male version, female version. UBCF's Breast Screening Program is open to women and men in need of early detection services.

UBCF's “Drive Out Breast Cancer®” print PSA is on page 108 of the Official 2019 Daytona 500 61st Annual Commemorative Souvenir Race Day Program. The Daytona 500, considered the “Super Bowl of NASCAR”, is 200 laps and covers 500 miles. 10 days of Daytona kicked-off February 7th and concludes with The 61st Daytona 500 on Sunday, February 17th, airing at 2:30 pm EST on Fox. Joey Logano (2015 Daytona 500 winner), passed Clint Bowyer on the very last lap of this Thursday’s Duel Qualifying Race to Win Duel 2. Joey Logano will be a guest Driver Analyst for Fox Sports this Saturday with the Xfinity Series season opener the Daytona 300.

Houston Texans Star Defensive End, JJ Watt, debuts as the Grand Marshal for the Daytona 500. JJ is the first NFL player to be named Grand Marshal and joining him is Super Bowl 53 MVP and 3-time Champion, Julian Edelman, named the Official Starter for the ‘Great American Race”. 2-time Champion Dale Earnhardt Jr. returns to Daytona as the Honorary Pace Truck Driver. The Official Daytona 500 61st Annual Commemorative Souvenir Race Day Program is available for purchase exclusively during the 10 days of Daytona events and Nationally in NASCAR markets, major newsstands, bookstores and retailers. Pass-along Readership is estimated to be 1 Million.

UBCF’s Executive Director, Ms. Stephanie Mastroianni shared, “Join UBCF in celebrating the 71st Anniversary season of NASCAR and raising critical awareness of Breast Cancer. UBCF is racing along with NASCAR to Drive Out Breast Cancer and help all in need!”

UBCF’s print PSA is on page 13 of the NASCAR Anthem Annual, directly opposite of the featured track, The Auto Club 400 taking place March 17th 2019. The Anthem Annual is the "Yearbook" for the 2019 NASCAR Camping World, Xfinity and Monster Cup Series Races. The regular NASCAR season spans 26 weeks, hosting 61 races, beginning February 14 and concluding September 8, with the Big Machine Vodka 400. Approximately 4 million fans attended NASCAR races last season.

Anthem Championship Edition is the Official NASCAR publication available at NASCAR events during the "Chase for the Cup" races, which are the final 10 races of the season to determine NASCAR's 2019 Crowned Monster Cup Series Champion. The “Chase for the Cup” begins in Las Vegas September 15 and concludes with the Ford EcoBoost 400, at Homestead-Miami Speedway on Sunday, November 17. In addition to hard copy
distribution, over 5 million NASCAR fans will receive a link via email providing a free complete digital copy of the Anthem Annual and the Anthem Championship publications. Each edition of the 2019 Anthem Annual will be promoted with Motor Racing Network (MRN) the Official Radio Network of NASCAR as well as racelineonline.com - the longest running NASCAR show in the country. In addition, the 2019 Anthem Championship Edition will be available to approx. 60,000 attendees during the 2019 SEMA Show in Las Vegas, November 5th-8th at the Las Vegas Convention Center.

Background on UBCF
UBCF is committed to offering breast health and wellness services focused on cancer prevention, screening, treatment and overall wellness. UBCF’s mission is to make a positive difference in the lives of those affected by breast cancer and carries it out through seven life-supporting patient and family programs available to women, men and families nation-wide. UBCF never denies services to anyone regardless of age, race, gender, ethnicity, income or medical insurance coverage. Those in need of breast health services may visit ubcf.org or call toll-free, 877-822-4287. Tax-deductible contributions may be made towards UBCF’s programs. UBCF accepts vehicle and property donations as well. Contributions may be mailed to UBCF, P.O. Box 2421, Huntington, NY 11743, or donate through the Combined Federal Campaign, #77934.
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Online Web 2.0 Version
You can read the online version of this press release here.