



Dale Earnhardt Foundation Joins with ONE

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Washington, D.C. and Mooresville, NC - June 29, 2005 – Today, the Dale Earnhardt Foundation became the newest member of ONE: The Campaign to Make Poverty History. The Dale Earnhardt Foundation hopes to mobilize some of NASCAR's 75 million American fans to support ONE.

"NASCAR fans are generous and compassionate people who represent the best in American values," said Teresa Earnhardt, President and CEO of Dale Earnhardt, Inc. and the Dale Earnhardt Foundation. "By joining with ONE, we hope to mobilize that compassion to do more, for those with less, and support President Bush as he works with other G8 leaders on a historic plan to fight extreme poverty and disease in Africa."

From Hollywood to the heartland, nearly ONE million Americans have joined with ONE, making ONE one of the fastest growing non-partisan issue campaigns in American history. Supporters of ONE have written more than 250,000 letters to the White House calling for a comprehensive plan to address global AIDS and extreme poverty in Africa at the early July G8 Summit in Scotland.

"The NASCAR fans are joining forces with rock-n-rollers, students and priests in their pulpits." said Bono, lead singer of U2 and spokesperson for ONE. Teresa Earnhardt, a great lady, is helping give ONE in America the volume that Africa needs."

On July 2, members of the Dale Earnhardt Inc. motorsports team will wear ONE White Bands in solidarity with the Live 8 concerts happening around the world. Thanks to series sponsor Nextel, NASCAR fans at Daytona will see the ONE.ORG spot featuring Hollywood celebrities and faith leaders. In the meantime, NASCAR fans are encouraged to visit TheDaleEarnhardtFoundation.org, where they will find additional information and a link to ONE.

"It is truly amazing to see how Americans have gravitated to ONE," said Jamie Drummond, executive director of DATA, a founding member of ONE. "From church halls to rock concerts, and now NASCAR fans; Americans are delivering a message with a clear voice: Make Poverty History in 2005!"

The Dale Earnhardt Foundation was founded in December 2002 with the mission of carrying on Dale's name and good works through charitable causes he supported during his lifetime which focus on children, education and wildlife preservation.

ONE: The Campaign to Make Poverty History is a coalition of the nation's leading relief and advocacy organizations. ONE is committed to rally Americans ONE by ONE against global AIDS and extreme poverty.