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THE OTSUKA WHATS & WHOS

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people creating
new products
for better health
worldwide*

Otsuka and NASCAR Race Together to Champion Mental Health

Otsuka America Pharmaceutical, Inc. and the National Association for Stock Car Auto Racing (NASCAR) team Chip Ganassi Racing (CGR) joined together to mark Mental Health Awareness Week at Charlotte, North Carolina on October 7th and 8th, 2017.

The collaboration included a roundtable discussion on managing stress, mental illness, and the importance of monitoring mental health in which Mental Health America President and CEO Paul Gionfriddo participated.



The Monster Energy NASCAR Cup Series Race

In the US, NASCAR is second only to American Football as the most popular sport in the country in terms of both television viewers and live spectators. Fans are attracted to the high-octane excitement of watching the cars hurtle along the circuit at speeds in excess of 300 kph (220 mph) sometimes with only a few centimetres between them. Thrills and crashes are common place. There are few people in the world better used to dealing with the acute pressure and stresses of the racetrack than race car drivers.

The event coincided with two days of racing at Charlotte Motor Speedway in Concord, North Carolina. The Otsuka logo featured on competing CGR cars. After a day of waiting for the rain to stop and the track to dry, fans saw driver Alex Bowman take the chequered flag with his first-time ever win in a NASCAR XFINITY Series race and bring our Otsuka logo along.

“Overall this was a great weekend for Otsuka and the mental health community,” said Kabir Nath, president and CEO, North America Pharmaceutical Business, Otsuka America Inc.

“It was an honor to collaborate with Chip Ganassi Racing and Mental Health America to champion mental wellness. We are excited for the opportunity to reach NASCAR fans and have them join us in our efforts to help drive awareness while reducing the stigma of mental illness.”



Congratulations to driver Alex Bowman in the Chevrolet Camaro as he wins his first-ever championship race.