



TRIMSPA® Sponsors Joey McCarthy for Final Four 2004 Races

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Cedar Knolls, NJ ([PRWEB](#)) September 18, 2004 -- Joey McCarthy, the "Most Improved Driver" in the NASCAR® Grand National Division, Busch® North Series competition last year, has signed with TRIMSPA as his main sponsor for the final four races he will run in the 2004 season.

McCarthy, now driving for Glenn Rudolph's STI Motorsports team, had TRIMSPA as a sponsor for his 2002 campaign in the series. Since that time, he's stayed in contact with the company's CEO, Alex Goen.

“It has always been my goal to associate TRIMSPA with paramount examples of leadership, determination, and confidence. Joey proved to us almost 3 years ago that he possesses these qualities,” commented Alex Goen, TRIMSPA CEO. “I’m very pleased to join him in his quest to be one of the next stock car legends,” Goen enthusiastically added.

"We've always kept in touch and it's great that he's offered to help us out again," McCarthy said. "I'm excited to be driving for TRIMSPA once again. They've saved the day, allowing us to make sure we can run competitively through the end of the season. It's not often that you get a second chance to work with the same company, but I'm going to take advantage of this opportunity. Having a sponsor that also has cars in national series will help attract attention to our program, which is vital in this sport. And TRIMSPA really supports their racing efforts 100%. They've taken a real interest in our program and in myself as a driver."

With the new sponsorship, McCarthy's cars, which have been white #8 Chevrolets® all season, will arrive at New Hampshire International Speedway® for this weekend's Sylvania® 125 presented by Lowe's®, repainted red and wearing #64, similar to the TRIMSPA-sponsored car driven by Ryan Hemphill in the ARCA® Re/Max® Series. Television coverage of the race will air November 20th at noon on the Speed Channel®.

"All the hard work and sacrifice we put in all year is starting to pay off," said McCarthy, who enters the New Hampshire race eighth in series points with three top-five finishes. "We've got the sponsor that we've been looking for all year on board to help us finish the season strong, and I look forward to moving on and succeeding with our new partners."

In addition to the New Hampshire International Speedway race, McCarthy will drive the TRIMSPA Chevrolet at Dover Delaware International Speedway® on Sept. 24, and at Wall Township New Jersey Speedway on Oct. 2, as well as the second annual Toyota® NASCAR All-Star Showdown in Irwindale, California on November 13th.

TRIMSPA®, a Cedar Knolls, New Jersey company is the maker of TRIMSPA® X32, the leader in weight-loss supplements. TRIMSPA is a key sponsor in the NASCAR®, racing circuit through Braun Racing, supported various events and has worked with numerous charitable organizations including the Millennium Women's Foundation, Susan G. Komen Breast Cancer Foundation®, American Cancer Society®, and Make-A-Wish Foundation®. TRIMSPA®, has helped celebrities like Anna Nicole Smith and heavyweight



boxer Shannon Briggs lose weight. For more information about TRIMSPA and its products visit <http://www.trimspa.com> or call 1-800-TRIMSPA.

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