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**GORDON TO RESPECT, HONOR AND REMEMBER THE FALLEN WITH PAINT  
SCHEME/DONATIONS**

RICHMOND, Va. (September 7, 2010) – For Americans, September 11 will forever be a time of reflection and sadness for those who lost their lives on that day in 2001. Additionally, it is a reminder of the sacrifices that the men and women in uniform make every day to protect, serve and rescue fellow Americans in times of need.

And to respect, honor and remember those police officers who have lost their lives in the line of duty, Jeff Gordon and DuPont have teamed up with the National Law Enforcement Museum to run a special [www.PoliceMuseum.org](http://www.PoliceMuseum.org) paint scheme and graphic design created by Sam Bass on the No. 24 DuPont Chevrolet at Dover International Speedway on Sept. 26, 2010, to raise awareness and funds for the National Law Enforcement Officers Memorial Fund (NLEOMF) by inspiring public donations and also through the sale of DuPont / Police Museum branded die-cast cars and commemorative T-shirts.

The National Law Enforcement Officers Memorial is the nation's monument in Washington, D.C., to law enforcement officers who have died in the line of duty. Groundbreaking for the National Law Enforcement Museum will take place on Oct. 14, 2010.

“We were all devastated and I think most of us felt helpless at first,” said Gordon. “Then as we watched the police and firefighters work tirelessly at Ground Zero for the days and many months following 9-11, I think many of us stepped up and did what we could -- whether we donated money, time or just words of encouragement to our neighbors.

“I know NASCAR fans rallied and I think we have to do our part to not only remember what law enforcement did for us then but what they continue to do for us every day.

“And after an 18-year partnership with DuPont that, at a plant right here in Richmond, produces the Kevlar, Nomex, and Tyvek that go into the protective wear that helps keep our men and women in uniform safe, I jumped right on board with them when they told me they were supporting the National Law Enforcement Museum.

“I truly hope NASCAR fans see [PoliceMuseum.org](http://PoliceMuseum.org) on the car and visit the web site to make donations, purchase a T-shirt or a No. 24 DuPont die-cast of the paint scheme that resembles the colors of a police cruiser, or to see how else they can get involved.”

In addition to [www.policemuseum.org](http://www.policemuseum.org) on the quarter panels and TV panel of the mostly black and silver car, the No. 24 DuPont Chevrolet deck lid will bear the National Law Enforcement Officers Memorial Fund “Rose and Shield” symbol.

Gordon, who has clinched a spot in The Chase for the NASCAR Sprint Cup Series championship, will run a DuPont/National Guard paint scheme at Richmond International Raceway on September 11 – the final race of the “regular” season before the 10-race Chase begins the following weekend at New Hampshire Motor Speedway.

DuPont’s support for the NLEOMF is provided through a combination of cash, in-kind marketing services and materials toward the construction of the museum in Washington, D.C.

The 90,000-square-foot National Law Enforcement Museum will be built under the memorial in Judiciary Square to educate the public on the value of law enforcement in the US and garner greater public support accordingly. It is expected to have 500,000 visitors per year, and will be funded by private donations. For more information visit [www.PoliceMuseum.org](http://www.PoliceMuseum.org).

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