



# The Advil® Congestion Relief Project Tackles Congestion in Chicago, the Country's #1 City for Traffic Congestion\*

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Chicago Bears Legend Richard Dent Joined Nationwide Decongestion Effort to Debut Snow Removal Equipment and Bicycle Giveaways in Support of the Mayor's Bicycle Lane Project

"This snow removal equipment will help our residents take advantage of the bike lanes during the winter months."

(BUSINESS WIRE)--Pfizer Consumer Healthcare, the makers of Advil® Congestion Relief, stopped in Westside Chicago yesterday as part of a nationwide effort to help communities fight congestion. Chicago ranks #1 in the country for traffic congestion\*, and to help alleviate congestion on busy roads this winter, Advil® Congestion Relief donated snow removal equipment specifically for the newly-established protected bicycle lanes, an initiative of Mayor Rahm Emanuel. Chicago Bears legend Richard Dent was on hand to help unveil the new equipment and give away 100 all-terrain bicycles to Chicagoans eager to start using the city's bicycle lanes. This season, Advil® Congestion Relief is making its tagline, "The Right Relief for the Real Problem," a reality by bringing literal relief to congested places across the U.S. through the Advil® Congestion Relief Project.

"Chicago's protected bike lanes are a welcome addition to the many transportation options for commuters. But if they're covered in snow, people will revert to using cars to get around the city, adding to the traffic congestion," said Luann Hamilton, Deputy Commissioner for the Chicago Department of Transportation. "This snow removal equipment will help our residents take advantage of the bike lanes during the winter months."

Former Chicago Bear and Pro Football Hall of Famer, Richard Dent, knows firsthand the importance of breaking through gridlock and joined the celebration yesterday in the heart of Chicago. "I love Chicago - the people, the sports, the food - but traffic makes getting around this city tough," said Dent. "The dedicated snow plow equipment provided by the Advil® Congestion Relief Project will allow cyclists to enjoy the bike lanes year round and encourage alternative commuting options to help reduce traffic congestion."

Recognizing that congestion comes in many forms, from a stuffy nose to a crowded street, the makers of Advil® Congestion Relief are helping consumers breathe easier by alleviating congestion in two ways this cold and flu season - by providing the right relief for sinus congestion and relief to congestion problems facing communities around the country through the Advil® Congestion Relief Project. The Advil® Congestion Relief Project is visiting communities nationwide this cold and flu season to provide the right relief for real problems ranging from undersupplied schools, congested traffic lanes and more. The Advil® Congestion Relief Project is looking for additional communities in need of relief. Visit [CongestionReliefProject.com](http://CongestionReliefProject.com) to share the congestion relief your community needs for the chance to win a prize worth up to \$30,000 for your community.

"We are passionate about providing the right relief for the real problem for consumers wherever they need it - from their noses to their communities," said Kristin Shea, franchise lead, Upper Respiratory and Allergy, Pfizer Consumer Healthcare. "We're excited to be hitting the road with the Advil® Congestion Relief Project this cold and flu season, and look forward to seeing the stories our consumers will share with us about their communities."

For nasal congestion this cold and flu season, Advil® Congestion Relief is the right relief for the real problem, available in the cough and cold aisle. It treats what is often the real problem - swelling due to nasal inflammation, so you can breathe easier.

#### About Advil® Congestion Relief

Advil® Congestion Relief is the right relief for the real problem. It treats what is often the real cause of congestion - swelling due to nasal inflammation, so you can breathe easier. Available in the cough and cold aisle, it is a unique combination of ibuprofen, a pain reliever, and phenylephrine, a nasal decongestant that provides relief from sinus pressure, nasal swelling and congestion, and headaches. Advil® Congestion Relief is available at major retailers nationwide.

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\* "Worst Traffic Congestion In The U.S.: Chicago Ranked Most Congested" Chicago and Northwest Indiana drivers wasted an additional 70 hours in traffic and an average of \$1,738 in gas costs, according to the report published by the Texas Transportation Institute at Texas A&M University.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50100032&lang=en>

## **Multimedia Files:**

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Chicago Bear great Richard Dent takes a celebratory ride on one of the bicycles given away to Chicago residents today by the Advil® Congestion Relief Project to encourage use of the city's newly protected bike lanes. (Peter Barreras/AP Photo for Pfizer Consumer Healthcare)

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Chicago Bear legend Richard Dent tests out Chicago's newest snow removal equipment donated by the Advil® Congestion Relief Project so that the city's newly established protected bike lanes can stay clear for cyclists through the winter. (Peter Barreras/AP

Photo for Pfizer Consumer Healthcare)

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Chicago's newest snow removal equipment donated by the Advil® Congestion Relief Project clears the way for Chicago Bear great Richard Dent's celebratory ride to encourage use of the city's newly protected bike lanes. (Peter Barreras/AP Photo for Pfizer Consumer Healthcare)

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Chicago residents Lavern Hardaway, left, and Pamela Price look forward to clear bike lanes this winter as a result of new snow removal equipment and bicycles donated by the Advil® Congestion Relief Project. (Peter Barreras/AP Photo for Pfizer Consumer Healthcare)

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Chicago Bear great Richard Dent, Chicago Dept. of Transportation Deputy Commissioner Luann Hamilton, center, and Pfizer Consumer Healthcare's Melissa Thul celebrate the debut of new snow removal equipment donated by the Advil® Congestion Relief Project. The dedicated equipment will keep the newly protected bike lanes clear from snow this winter and help address Chicago traffic congestion. (Peter Barreras/AP Photo for Pfizer Consumer Healthcare)

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Chicago Bear great Richard Dent joined the makers of Advil® Congestion Relief to unveil new snow removal equipment donated by the Advil® Congestion Relief Project at a ribbon-cutting ceremony. The dedicated equipment will keep the newly protected bike lanes clear from snow this winter and help address Chicago traffic congestion.

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