



# The Advil® Congestion Relief Project Hits the Road to Relieve Congestion in Communities

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Nationwide Decongestion Effort Kicked off in New York City with a Newly Renovated School Library To Bring Improved Access to Computers and Books to Students

"It's so important for kids to have a good education, and this renovated library provided by the Advil® Congestion Relief Project will give kids easier access to computers and books, which help makes learning fun."

(BUSINESS WIRE)--Pfizer Consumer Healthcare, the makers of Advil® Congestion Relief, yesterday, kicked off a nationwide effort to make a difference in communities. The cold and flu brand is putting a twist on its tagline - "The Right Relief for the Real Problem," and providing literal relief in congested places across the US. In its first relief stop, The Advil® Congestion Relief Project unveiled a new library at P.S. 130 in the Bronx. Yankee fan favorite Brett Gardner helped unveil a newly decongested library with improved access to computers and books.

In the coming months, the brand will be visiting communities around the US to provide literal congestion relief to real problems ranging from undersupplied schools, congested traffic lanes and more. The Advil® Congestion Relief Project will be hitting Chicago next month, and in early 2012, the brand will be bringing congestion relief to communities identified by consumers. 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. The library decongestion in New York is the first stop in making a real difference in communities nationwide.

"Before our students had to crowd around a few computers when I was trying to teach them about online research, typing, and other technology skills, and due to our limited book collection, there were often long waits for the children to check out their favorite

books,” said David Levin, the school’s library teacher who has taught at P.S. 130 for more than 10 years. “Now, thanks to the Advil® Congestion Relief Project, our space looks so much more inviting, every student has access to a laptop when they attend class in the library, and we were able to order multiple copies of our most popular books.”

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 made a donation to support P.S. 130 through The Fund for Public Schools, a nonprofit organization dedicated to improving New York City’s public schools by attracting private investment in school reform and encouraging greater involvement by all New Yorkers in the education of children.

As a community member and father, Gardner is pleased to be part of the Advil® Congestion Relief Project. “It’s great to be part of an initiative that is benefiting kids in one of my favorite cities – New York,” said Gardner. “It’s so important for kids to have a good education, and this renovated library provided by the Advil® Congestion Relief Project will give kids easier access to computers and books, which help makes learning fun.”

“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.”

Visit [CongestionReliefProject.com](http://CongestionReliefProject.com) to track the Advil® Congestion Relief Project, and share the congestion relief that your community needs this cold and flu season. 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 and Phenylephrine, a nasal decongestant that provides relief from sinus pressure, nasal swelling, congestion and headaches. Advil® Congestion Relief is available at major retailers nationwide.

Pfizer Inc.: Working together for a healthier world™

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This press release has an accompanying Smart Marketing Page providing further details about the organization, products and services introduced above. You can access the Smart Marketing Page via the following link:

[http://www.businesswire.com/smp/Advil\\_Congestion\\_Relief\\_Project](http://www.businesswire.com/smp/Advil_Congestion_Relief_Project).

## **Multimedia Files:**

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Yankees' Left Fielder Brett Gardner greets PS 130 Elementary School students in their newly "decongested" school library where students are now supplied with more books and laptops by the Advil® Congestion Relief Project, Tuesday, Nov. 15, 2011, in the Bronx borough of New York. (Diane Bondareff/AP Images for Advil®)

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Yankees' Left Fielder Brett Gardner greets PS 130 Elementary School students in their newly "decongested" school library where students are now supplied with more books and laptops by the Advil® Congestion Relief Project, Tuesday, Nov. 15, 2011, in the Bronx borough of New York. (Diane Bondareff/AP Images for Advil®)

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Yankees' Left Fielder Brett Gardner joins students to stock the shelves of their newly "decongested" school library where students are now supplied with more books and laptops at PS 130 Elementary School, Tuesday, Nov. 15, 2011, in the Bronx borough of New York. (Diane Bondareff/AP Images for Advil® Congestion Relief)

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Yankees' Left Fielder Brett Gardner kicks off the Advil® Congestion Relief Project by reading to PS 130 Elementary School students in the school's newly "decongested" library now supplied with more books and laptops, Tuesday, Nov. 15, 2011, in the Bronx borough of New York. (Diane Bondareff/AP Images for Advil® Congestion Relief)

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Yankees' Left Fielder Brett Gardner, right, joins PS 130 Elementary School Principle Lourdes Velazquez, second left, School Librarian David Levin, left, and the Advil® Congestion Relief Project's Melissa Thul, second right, at a ribbon-cutting ceremony for the newly "decongested" school library now supplied with more books and laptops thanks to the Advil® Congestion Relief Project, at PS 130 Elementary School in the Bronx borough of New York, Tuesday, Nov. 15, 2011. (Diane Bondareff/AP Images for Advil® Congestion Relief)

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Students explore their new laptops in their newly "decongested" library redesigned by the Advil® Congestion Relief Project at PS 130 Elementary School, Tuesday, Nov. 15, 2011, in the Bronx borough of New York. (Diane Bondareff/AP Images for Advil® Congestion Relief)

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Yankees' Left Fielder Brett Gardner joins PS 130 Elementary School's Principle Lourdes Velazquez, School Librarian David Levin and the Advil® Congestion Relief Project's Melissa Thul to debut the "decongested" school library at PS 130 Elementary School in the South Bronx.

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