



Angie Harmon and Children's Advil® Invite Families to Sing Away the Cold and Flu Season Blues

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"Relieve My Fever" Contest supports Children's Miracle Network Hospitals® with a new take on an old classic

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MADISON, N.J.--(BUSINESS WIRE)--At the height of this year's cold and flu season, Angie Harmon, mom of three, is teaming up with the makers of Children's Advil® to launch "Relieve My Fever" -- a contest that invites parents and their kids to sing the Children's Advil® rendition of the classic song "Fever" for a chance to win \$15,000. The kid-friendly version of the song tells the story of mommy fighting her little one's fever and making her child feel better. Additionally, for every entry and vote at RelieveMyFever.com, Children's Advil® will donate money to Children's Miracle Network Hospitals®. (**)

This time of year, parents often need to treat their child's cold and flu symptoms, and many times, those symptoms include fever. In fact, a recent survey of doctors showed that fever is the #1 reason parents call their child's pediatrician's office. The good news is that nothing reduces fever faster(*) or keeps it down longer(+) than Children's Advil®. Children's Advil® is offering parents a fun way to tap into families' creative energy and spend some quality time together while supporting a worthy children's cause.

"As a mom of three young children, I know firsthand that fevers can sometimes get in the way of childhood fun," says Ms. Harmon. "The 'Relieve My Fever' Contest gives parents and kids a chance to have some fun together for a good cause."

To enter, parents can visit RelieveMyFever.com to find easy-to-follow instructions, lyrics, music and a sample video that will help them create and submit their own little superstar's video performance.

As part of the contest, the makers of Children's Advil® will donate \$5 for every entry submitted and \$1 for every vote cast to Children's Miracle Network Hospitals®.(**)

"We are thrilled to be partnering with Children's Advil® on the 'Relieve My Fever' Contest. This contest is a great way for families to shake off the cold and flu season blues and gives parents and kids the added bonus of supporting 170 children's hospitals in communities across North America," says Craig Sorenson, Chief Marketing Officer, Children's Miracle Network Hospitals®.

About the Contest

The contest is open to families with children ages 2 to 11 years of age and kicked off at 12:00:00 AM ET on December 6, 2010. All entries must be received by 11:59:59 PM ET on January 31, 2011. No purchase is necessary. Parents are free to enter as many original videos as they would like until the January 31, 2011 contest deadline. Once all submissions have been collected, up to 15 finalist videos will be chosen and finalists will have the opportunity to share their kids' cuteness and creativity with friends and family by asking for their vote to help determine the Grand Prize winner and recipient of \$15,000! All remaining finalists will receive a \$500 prize.

Families can also rally their network of friends and family to vote for their video as the "Weekly Fan Favorite" for a weekly chance to win \$250. "Weekly Fan Favorite" voting began on December 6, 2010 and continues through March 4, 2011.

For full contest rules, money-saving offers, and to learn how to find relief for their children's fevers this cold and flu season, parents should visit RelieveMyFever.com.

About Children's Advil®

Children's Advil® is part of the Advil® line of products that also includes Advil®, Advil® Liqui-Gels, Advil® PM, Advil® Cold & Sinus, Advil® Allergy Sinus, Advil® Congestion Relief and Infants' Advil®. Children's Advil® relieves fever and minor aches and pains due to the cold and flu for children ages 2-11. It contains the medicine pediatricians

recommend most among children's fever-reducers.

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About Children's Miracle Network Hospitals®

Children's Miracle Network Hospitals® raises funds for 170 children's hospitals across North America. Donations to Children's Miracle Network are used to provide charitable care, purchase life-saving equipment, and fund research and education programs that save and improve the lives of millions of kids each year. To learn more go to www.ChildrensMiracleNetwork.org.

* Based on reducing fever below 100 Degree F

+ Among over-the-counter pain relievers

** Up to \$50,000.

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