



The Advil® Congestion Relief Project Visits Dayton To Relieve Community Center Congestion Allowing More Students To Participate In Local Mentorship Program

Thursday, April 19, 2012 - 03:59am

Advil® Congestion Relief Helps Ohio Association of Police Athletic & Activities League (PAL) Fund Construction to Increase Space and Decrease Waiting List for Local Mentorship Program

"The Right Relief for the Real Problem,"

(BUSINESS WIRE)--

As part of a nationwide effort to help communities fight congestion, Pfizer Consumer Healthcare, the makers of Advil® Congestion Relief, is partnering with the Ohio Association of Police Athletic & Activities League (PAL) to join two rooms creating more space for the local mentorship program. The mentorship program faces literal congestion, because the facility currently only accommodates 23 students. The expanded room will help 50 additional at-risk area youth get off the waiting list and receive the support they need to stay engaged and motivated after the school day ends.

This season, Advil® Congestion Relief has made its tagline, "The Right Relief for the Real Problem," a reality by bringing literal relief to congested places through The Advil® Congestion Relief Project. The Ohio PAL was selected as one of three winners in the Advil® Congestion Relief Project Contest. Through the contest, consumers were asked to share congestion problems in their communities for the chance to win a prize worth up to

\$30,000 for their community.

While sinus congestion is no stranger to the members of the Dayton community, they also face literal congestion in their mentorship program year-round. “We’re thankful to have been selected as one of the winners of the Advil® Congestion Relief Project,” said Cynthia Davidson, President of the Ohio Association of Police Athletic & Activities League (PAL). “We’re committed to positively impacting as many of our young people’s lives as possible. So, the donation from Advil® Congestion Relief, which will allow us to expand our community room, will go a long way in helping us achieve that goal and make a meaningful difference in the Dayton community.”

Recognizing that congestion comes in many forms, from a stuffy nose to a crowded street, the makers of Advil® Congestion Relief created The Advil® Congestion Relief Project, which is helping consumers breathe easier by alleviating congestion in two ways this season - by providing the right relief for sinus congestion and relief to congestion problems facing communities. After receiving entries from across the country, Advil® Congestion Relief donated \$30,000 to each of the three winning communities to help provide the right relief for real problems.

“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 that through The Advil® Congestion Relief Project we’ve been able to help our consumers in communities around the country that were in need of congestion relief. In addition to partnering with the Ohio PAL to provide congestion relief to the Dayton community, we have already helped Albany, NY and look forward to helping out in St. Louis, MO next week.”

In addition to Dayton, OH, the Advil® Congestion Relief Project visited Albany, NY last week to unveil a refurbished trolley to be used to safely shuttle area youth to and from afterschool activities. In St. Louis, MO, Advil® Congestion Relief is helping not-for-profit organization Kingdom House alleviate congestion in its offices by building an outdoor storage facility to clear up much needed space inside, which will create additional meeting areas and allow visitors more privacy.

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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Dayton Community Leader Marlon Shackelford, Montgomery County Sheriff Phil Plummer, and the Advil(R) Congestion Relief Project's Seth Leiman kick off the construction to relieve space congestion and join two rooms in the Northland Village Apartments' community room. The expanded room will allow a local mentorship program to accommodate 50 additional students, giving more area youth the support they need to stay engaged and motivated after the school day ends. (Photo: Business Wire)

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Dayton Community Leader Marlon Shackelford, Montgomery County Sheriff Phil Plummer, and the Advil(R) Congestion Relief Project's Seth Leiman are all smiles after breaking through the community room's wall that has caused literal congestion for the PAL's mentorship program. After the construction the Advil(R) Congestion Relief Project has funded is complete, the room will allow the mentorship program to comfortably accommodate an additional 50 students. (Photo: Business Wire)

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President of the Ohio Association of Police Athletic & Activities League (PAL) and Advil(R) Congestion Relief Project winner, Cynthia Davidson, holds up her award in the Northland Village community room where construction began to help alleviate space congestion for local students. The construction was sponsored after Ms. Davidson entered the brand's nationwide contest that asked consumers to share the congestion relief their communities needed for the chance to win the right relief. (Photo: Business Wire)

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Dayton area students shower Community Leader Marlon Shackelford, Montgomery County Sheriff Phil Plummer, and the Advil(R) Congestion Relief Project's Seth Leiman with confetti following the ceremonial start of construction that will join two rooms in the Northland Village Apartments' community room allowing a local mentorship program to accommodate 50 additional students, giving more area youth the support they need to stay engaged and motivated after the school day ends. (Photo: Business Wire)

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Dayton students get the first look at what their newly renovated community room will look like thanks to the Advil(R) Congestion Relief Project, which will help relieve space congestion by increasing the room's capacity, allowing more students to participate in a local mentorship program that is dedicated to providing them with the support they need to stay motivated and in-school.(Photo: Business Wire)

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Dayton students show their appreciation for the Advil(R) Congestion Relief Project's donation that will fund the construction to increase the Northland Village community room's capacity, which will allow more students to participate in afterschool mentorship program. (Photo: Business Wire)

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