



The Advil® Congestion Relief Project Visits St. Louis To Expand Building Space For More Access To Local Family Social Service Program

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Advil® Congestion Relief Clears Congestion Inside Kingdom House's Facility to Make Those in Need Feel More Comfortable Discussing Issues and Encouraging More to Seek Assistance

"We are passionate about providing the right relief for the real problem for consumers wherever they need it - from their noses to their communities,"

MADISON, N.J.--(BUSINESS WIRE)--As part of a nationwide effort to help communities fight congestion, Pfizer Consumer Healthcare, the makers of Advil® Congestion Relief, stopped in St. Louis to help Kingdom House, a local social service provider, create space to help community needs. Currently, Kingdom House faces literal congestion; those in need are forced to discuss their challenges in a crowded area with others nearby. Not having a private area to discuss personal situations has kept area residents in need from using the services provided by Kingdom House. Due to the lack of storage space and large amount of office equipment stored in the building, there was no way to provide all clients the privacy they deserve. A \$30,000 donation from Advil® Congestion Relief allows Kingdom House to clear its underutilized office space by designing and building an outdoor storage facility. The outdoor storage facility will provide congestion relief and make enough room within the building to allow residents privacy when they are seeking assistance. Kingdom House is a local social services organization that offers services including clothing, child care, food and job assistance to some of the area's neediest families. With the congestion cleared from the building and the chance for more privacy, more area residents will feel comfortable using the services provided by the organization.

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. Kingdom House 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 affects many residents in St. Louis, those who rely on the services of Kingdom House face congestion year-round. “We’re thankful to have been selected as one of the winners of the Advil® Congestion Relief Project,” said Scott Walker, Executive Director of Kingdom House. “We’re committed to positively impacting the lives of as many of our residents as possible by helping clients achieve a better life and break the cycle of poverty. The donation from Advil® Congestion Relief will do more than just allow us to build an outdoor storage facility, it will give our clients the dignity of being able to discuss their needs with us in privacy so they can get the help they need for themselves and their families.”

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. Kingdom House is the final stop for the Advil® Congestion Relief Project, and we have now helped provide congestion relief nationwide in the Bronx, NY; Chicago, IL; Albany, NY; and Dayton, OH.”

The Advil® Congestion Relief Projects stop in St. Louis marks the culmination of a nationwide program to alleviate congestion in communities in need of relief. On April 12, the Advil® Congestion Relief Project visited Albany, NY to unveil a refurbished trolley to be used to safely shuttle area youth to and from afterschool activities. On April 19, the

Advil® Congestion Relief Project visited Dayton, OH, to help the Ohio Association of Police Athletic & Activities League (PAL) alleviate congestion in a community room that serves as a meeting space for a local mentorship program. Additionally, last year the Advil® Congestion Relief Project decongested an elementary school library in the Bronx, NY, and donated a snow plow to clear bike lanes for commuters in Chicago.

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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Kingdom House's Executive Director, Scott Walker, thanks the Advil(R) Congestion Relief Project for its donation that will help relieve space congestion by funding the construction of an outdoor storage facility to clear up much-needed space in Kingdom House's building creating a more spacious lobby and three new offices to allow social workers to see residents in need of their services more quickly and privately. (Photo: Business Wire)

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Pfizer Consumer Healthcare's Seth Leiman commends Kingdom House's staff on their dedication to families in need in the St. Louis area and expresses his happiness that their building will now be cleared of congestion allowing social workers to see residents in need of their services more quickly and privately, thanks to the Advil(R) Congestion Relief Project on Tuesday, April 24, 2012. (Photo: Business Wire)

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St. Louis area resident, Nina North-Murphy, is presented with an award by the Advil(R) Congestion Relief Project's Seth Leiman at Kingdom House where an outdoor storage facility will be built to clear up much-needed space inside to create a more spacious lobby and three new offices to allow social workers to see residents in need of their services more quickly and privately. This project was sponsored by the brand after Ms. North-Murphy 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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Kingdom House's Executive Director, Scott Walker, the Advil(R) Congestion Relief Project's Seth Leiman, Kingdom House's Senior Companion Program Director Nina North-Murphy and St. Louis' Human Services Director Bill Siedhoff pose with the \$30,000 check that will fund the construction of an outdoor storage facility to clear up congestion inside Kingdom House's building creating a more spacious lobby and three new offices to allow social workers to see residents in need of their services more quickly and privately.

(Photo: Business Wire)

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Senior Companion Program Director at Kingdom House and Advil(R) Congestion Relief Project winner, Nina North-Murphy, holds up her award in the lobby of Kingdom House. An outdoor storage facility will be built to clear up much-needed space in the building to create a more spacious lobby and three new offices to allow social workers to see residents in need of their services more quickly and privately. The storage facility was sponsored after Ms. North-Murphy 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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St. Louis Human Services Director Bill Siedhoff, thanks the Advil(R) Congestion Relief Project for its donation to Kingdom House and for its commitment to relieving literal congestion in the St. Louis community. The donation will help relieve space congestion by funding the construction of an outdoor storage facility to clear up much-needed space in Kingdom House's building creating a more spacious lobby and three new offices to allow social workers to see residents in need of their services more quickly and privately.

(Photo: Business Wire)

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Pfizer Inc. Jenifer Antonacci, 484-865-5218