



Advil® Is The Official Pain Reliever Of Tough Mudder® Bringing #ReliefInAction To “Probably The Toughest Event On The Planet”

Tuesday, June 25, 2013 - 08:31pm

The Advil® Relief in Action Program Continues its Commitment to Supporting Volunteers Who Don't Let Pain Hold Them Back From Helping Others, in Support of Wounded Warrior Project®, by Partnering with Tough Mudder® at Events Across the Country

Madison, N.J., June 26 — Pfizer Inc. (NYSE: PFE) announces today that Advil® is the Official Pain Reliever of Tough Mudder® as part of the Advil® Relief in Action campaign that celebrates volunteers who don't let pain get in the way of providing relief to others.

There's no doubt that completing a 10-12 mile obstacle course leads to muscle aches and pains that Advil® can help relieve, but this partnership goes deeper. Both Advil® and Tough Mudder® are supporters of Wounded Warrior Project® (WWP), and this commitment to a cause that assists injured service members and veterans of our armed forces- the ultimate volunteers- is exactly what the Advil® Relief in Action program embodies. Tough Mudder® participants, spectators and volunteers can share how they see Relief in Action on Twitter and Instagram by sharing inspiring photos with the hashtag #ReliefInAction.

The Advil® and Tough Mudder® partnership kicks off on the weekend of June 29 at the Tough Mudder® Michigan event, where Mudders will face challenges including the

redesigned Warrior Carry, an Advil® Relief in Action and WWP co-branded obstacle.

Warrior Carry will challenge Mudders to work with partners to weave through a series of 12 walls while carrying their partner on their back, embodying the spirit of camaraderie and volunteerism that Tough Mudder®, Relief in Action and WWP represent. To further support volunteers who don't let pain stop them from helping others, Advil® is donating a portion[i] of the price of participating Advil® bottles to WWP and Habitat for Humanity International.

“Everyone knows that Advil® is tough on pain. And, Mudders know pain. But there's more to the Mudder spirit than mud, sweat and tears. There's a spirit of teamwork and volunteerism, and that's why Tough Mudder® is a natural partner for Advil® and the Advil® Relief in Action program,” said Brian Groves, chief marketing officer at Pfizer Consumer Healthcare. “By honoring this spirit of volunteerism and the desire to help others even when it hurts, Advil® Relief in Action is doing its part to recognize and support the missions of Tough Mudder® and WWP.”

In addition to the Warrior Carry obstacle on course, starting at the Tough Mudder® Michigan event on June 29 & 30, Mudders at select events can find the Advil® Relief in Action station at the end of the grueling course. At ten events through the end of the year, participants can also join Advil® for a photo opportunity to commemorate and share their accomplishment on Twitter and Instagram using the hashtag #ReliefinAction.

For more information visit www.advil.com and follow Advil® Relief in Action on Twitter at www.twitter.com/ReliefinAction.

About Advil®

Advil® is the number-one selling over-the-counter pain reliever in the United States.

Advil® provides relief from multiple aches and pains -- including headaches, backaches, muscle aches and minor arthritis pains. The Advil® line of products also includes Children's Advil®, Advil® PM, Advil® Cold & Sinus, Advil® Allergy Sinus, and Advil® Congestion Relief. Use as directed.

Pfizer Inc.: Working together for a healthier world™

At Pfizer, we apply science and our global resources to bring therapies to people that extend and significantly improve their lives. We strive to set the standard for quality, safety and value in the discovery, development and manufacture of health care products. Our global portfolio includes medicines and vaccines as well as many of the world's best-known consumer health care products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as one of the world's premier innovative biopharmaceutical companies, we collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. To learn more, please visit us at www.pfizer.com.

About Wounded Warrior Project®

The mission of Wounded Warrior Project® (WWP) is to honor and empower Wounded Warriors. WWP's purpose is to raise awareness and to enlist the public's aid for the needs of injured service members, to help injured servicemen and women aid and assist each other, and to provide unique, direct programs and services to meet their needs. WWP is a national, nonpartisan organization headquartered in Jacksonville, Florida. To get involved and learn more, visit woundedwarriorproject.org.

About Tough Mudder®

Tough Mudder® LLC was founded in 2010 by Will Dean and Guy Livingstone. Considered "Probably the Toughest Event on the Planet," each Tough Mudder® endurance challenge tests participants' toughness, fitness, strength, stamina, mental grit and teamwork. In 2012, Tough Mudder® hosted 35 events, including international events in the U.K., Canada and Australia. Tough Mudder® has 53 events scheduled for 2013, including continued international expansion into Germany. For the schedule of event dates and locations, visit www.ToughMudder.com.

You can access the Smart Marketing Page via the following link:

<http://smp.businesswire.com/pages/advil-launches-advil-relief-action-campaign>.

[i]For every participating product purchased, Advil® will donate 5 cents of the purchase price to Habitat for Humanity International and 5 cents of the purchase price to Wounded Warrior Project®. Program period: May 19, 2013 - December 31, 2013. Habitat for Humanity International maximum donation \$400,000; minimum donation \$250,000. Wounded Warrior Project® maximum donation \$150,000; minimum donation \$75,000. Participating Products: Advil® Liqui-Gels® 80CT, Advil® Liqui-Gels® 160CT, Advil® Tablet 100CT, Advil® Tablet 200CT, Advil® Migraine 80CT, Advil® PM 80CT, Advil® PM 120CT.

Media contact: MacKay Jameson (212) 733-3234