



ADDING MULTIMEDIA The Advil® Congestion Relief Project Relieves Transportation Congestion in Albany to Help Get Students to Afterschool Programs

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Advil® Congestion Relief Helps Local Organization, CURE, Refurbish a Trolley to Provide Additional Safe Transportation for Area Youth

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

.(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 local organization, CURE, to refurbish a trolley to be used to safely shuttle area youth to and from afterschool activities. Prior to the addition of this trolley, the program couldn't accommodate all interested students due to lack of space on its buses.

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 across the U.S. through The Advil® Congestion Relief Project. CURE was selected as one of three winners in the Advil® Congestion Relief Project Contest, which asked consumers to share their congestion relief story for the chance to win a prize worth up to \$30,000 for their community.

While Albany's cold winter weather often brings sinus congestion, the community faces transportation congestion year-round. "We're thankful to have been selected as one of

the winners of the Advil® Congestion Relief Project,” said Charlie Muller with The CURE Foundation. “The Advil® Congestion Relief donation of this refurbished trolley will provide the transportation the community needs to get students to their afterschool programs, keeping them off the streets.” Community and civic leaders in the Albany area have created a number of worthwhile afterschool programs and now students will be able to get to those programs without having to walk through potentially dangerous neighborhoods.

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 cold and flu season - by providing the right relief for sinus congestion and relief to congestion problems facing our 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 CURE and providing transportation relief to the Albany community, we look forward to helping out in Dayton, OH and St. Louis, MO in the coming weeks.”

In addition to Albany, NY, Advil® Congestion Relief is helping the Police Athletic & Activities League (PAL) in Dayton, OH alleviate congestion in a mentorship program facility for low-income, at-risk kids. The facility, which now accommodates 23 children at one time, will be expanded to create more space for approximately 70 children to take advantage of the program’s services. 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. The program, which provides a variety of services including childcare, food & clothing assistance and job training, will now have an expanded lobby and meeting areas to 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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Albany students sit with Pfizer Consumer Healthcare's Melissa Thul and local dignitaries in their newly refurbished trolley for the first time thanks to the Advil® Congestion Relief Project, which will help relieve afterschool transportation congestion by getting students to their afterschool programs, keeping them engaged and off the streets.

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Albany County District Attorney David Soares and local dignitaries thank the Advil® Congestion Relief Project for its donation of a refurbished trolley to the community, which will help relieve transportation congestion and safely get area students to their afterschool activities.

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Charlie Muller of The CURE Foundation thanks the Advil® Congestion Relief Project for relieving transportation congestion by donating the funds needed to refurbish a trolley that will keep students off the streets by safely bringing them to their afterschool programs.

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The Advil® Congestion Relief Project's Melissa Thul presents the ceremonial key to the newly refurbished trolley to Albany County District Attorney David Soares and Charlie

Muller of The CURE Foundation. This additional trolley will help alleviate transportation congestion for students in the Albany area by providing safe transportation to afterschool programs thanks to the Advil® Congestion Relief Project on Thursday, April 12, 2012.

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Albany area resident, James Hammerle, is presented with an award by the Advil® Congestion Relief Project's Melissa Thul in front of the community's refurbished trolley that will help alleviate transportation congestion for local students. The trolley was sponsored by the brand after Mr. Hammerle 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.

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