



It's all about Baby Boomers and doing the things they love. But pneumococcal pneumonia can detour Boomers. Help protect your health and enjoy this time in life. It's all about you and it's *All About Your Boom™*

More than 46.2 million adults age 65 and older live in the US today, the largest number in US history.¹ Many of these Baby Boomers have active lifestyles, and now spend time fulfilling lifelong dreams to explore new passions and activities. **In other words, they're booming.**



In order to continue exploring new passions, it's important to take steps to stay healthy like **eating right, getting enough sleep and exercising.** But many lose sight of another important step they can take, such as staying up-to-date on CDC-recommended adult vaccinations.

The young at heart may not feel like they are at risk for vaccine-preventable illnesses like pneumococcal pneumonia, but they may still be at-risk. It's a serious illness that can strike at any time. That's why Pfizer Inc created *All About Your Boom™*, to help adults 65 and older understand their risk for pneumococcal pneumonia.



To help reach others with this important message, legendary entertainer and music icon **Patti LaBelle is working with Pfizer to support the All About Your Boom™ campaign** to ask adults 65 and older to get a new attitude about the risks of pneumococcal pneumonia.

Who's At Risk for Pneumococcal Pneumonia?

Healthy and active adults as **young as 65 are at increased risk for pneumococcal pneumonia** because as adults age, their **immune system naturally weakens.**²



Pneumococcal pneumonia is a serious and, in some cases, potentially **life-threatening illness that can strike at any time.** Some of the physical effects can be felt for weeks, and can take adults out of their routines or in serious cases, **result in hospitalization.**³



Get Informed, Feel Empowered

It's important for adults aged 65 and older to be aware of their risk for pneumococcal pneumonia so they can feel informed and empowered to talk to their healthcare providers about steps they can take to help protect their health and staying up-to-date on the CDC-recommended adult vaccinations. **It's time to get a new attitude about vaccine-preventable diseases.**



To find out more about the campaign and pneumococcal pneumonia, visit **AllAboutYourBoom.com**