Pfizer Logo

Jon Bon Jovi Reveals His True Advil® Story

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National Advertising Campaign from Pfizer Consumer Healthcare Shares Stories of Pain and Relief

"Our Advil® Stories campaign emphasizes that everyone experiences physical pain for some reason in their lives, no matter who they are. And when pain tries to disrupt lives, millions of people trust Advil®, not just for relief, but to help them continue to do what they love,"

(BUSINESS WIRE)--Jon Bon Jovi's schedule is packed - on any given day he's performing sold-out stadium shows, staying fit with daily runs, spending time with his family and giving back through the Jon Bon Jovi Soul Foundation. One thing that's not on his schedule is pain. The artist gives a glimpse into his life in a new advertisement for Advil®. The TV ad was shot in Red Bank, New Jersey, at the Jon Bon Jovi Soul Kitchen, a community kitchen that recently opened as an initiative of the Jon Bon Jovi Soul Foundation.

Last year, Jon injured his calf muscle on stage while entertaining a hometown crowd in New Jersey. He later revealed in an interview that he relies on Advil® to get through the inevitable aches and pains that come with touring, setting the stage for his true Advil® story. In the advertisement, which breaks December 9, Jon joins other real Advil® users who have told their stories of pain and relief in Advil's® current testimonial-style campaign. The ads show that no matter who you are or what you do, pain disrupts busy lives. All of the stories can be viewed at TakeAdvil®.com.

"Pain does not have much of a place in my life. I checked the schedule and it's not on it. You never know when Advil® is needed," said Jon Bon Jovi.

Jon Bon Jovi's Advil® testimonial highlights the man behind the music. Vignettes in the :30 second commercial and additional digital content include Jon backstage and on the road, as well as sitting down at the Jon Bon Jovi Soul Kitchen, which offers nutritious meals to those in need.

The Jon Bon Jovi Soul Kitchen in Red Bank, NJ, a program of the Soul Foundation, is dedicated to strengthening the community by serving nutritious meals to all, regardless of their income. Diners at the Jon Bon Jovi Soul Kitchen order from a menu with no prices listed. Those who cannot afford to pay can volunteer. Those who can pay the suggested donation are encouraged to give a little more. The kitchen, built in an old auto-body shop, opened in October. Both the Jon Bon Jovi Soul Kitchen and the Jon Bon Jovi Soul Foundation work towards the goal of breaking the cycle of poverty and homelessness. Pfizer Consumer Healthcare, makers of Advil®, supports the Jon Bon Jovi Soul Foundation's work, and through this sponsorship has donated to its initiatives.

"Our Advil® Stories campaign emphasizes that everyone experiences physical pain for some reason in their lives, no matter who they are. And when pain tries to disrupt lives, millions of people trust Advil®, not just for relief, but to help them continue to do what they love," said Srini Sripada, Senior Director, Pain Management, Pfizer Consumer Healthcare. "We know that Advil® consumers are our greatest ambassadors and that pain is something we all share. We are excited to showcase the true stories from pain sufferers who are finding relief

with Advil®, and we are thrilled that Jon is sharing his story with America. We applaud him for the work his foundation is doing every day."

The Advil® Stories campaign launched last year, and in October of this year Regis and Joy Philbin debuted their true Advil® story. To see all of the Advil® stories, visit TakeAdvil.com.

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 improve health and well-being at every stage of life. We strive to set the standard for quality, safety and value in the discovery, development and manufacturing of medicines for people and animals. Our diversified global health care portfolio includes human and animal biologic and small molecule medicines and vaccines, as well as nutritional products and many of the world's best-known consumer 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 the world's leading biopharmaceutical company, we also 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 about our commitments, please visit us at Pfizer.com.

About Jon Bon Jovi:

Musically and philanthropically, Jon Bon Jovi's work salutes the principles that define our nation. Self-reliance, optimism and community are key concepts he embodies in his music and in his charitable efforts.

Jon Bon Jovi is Chairman of The Jon Bon Jovi Soul Foundation, which establishes programs and partnerships that aim to break the cycle of poverty and homelessness "one Soul at a time." To date Jon Bon Jovi and the Jon Bon Jovi Soul Foundation have provided affordable housing for hundreds of low-income individuals and families.

Musically, Bon Jovi has set the bar for nearly three decades as one of the world's most successful rock bands. Globally, the Grammy winning band has sold over 130 million albums, consistently delivered #1 albums and Top Ten hits and performed more than 2,600 concerts in over 50 countries for upwards of 34 million fans.

About the Soul Foundation

Since 2006, the Jon Bon Jovi Soul Foundation has existed to combat issues that force families and individuals into economic despair. Through the funding and creation of programs and partnerships, we support innovative community efforts to break the cycle of poverty and homelessness. It is the organization's goal to recognize and maximize the human potential in those affected by poverty and homelessness by offering assistance in establishing programs that provide food and affordable housing while supporting social services and job training programs. Our goal is to assist with rebuilding pride in one's self and one's community - one SOUL at a time.

* Among OTC brands based on 52 weeks ending 10/30/11.

This press release has an accompanying Smart Marketing Page providing further details about the organization, products and services introduced above. You can access the Smart Marketing Page via the following link: http://www.businesswire.com/smp/advil-true-stories/.

Multimedia Files:

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Preview image
During a recent Advil® stories campaign shoot, Jon Bon Jovi said "Pain does not have much of a place in my life, I checked the schedule and it's not on it." The television spot was filmed at the Jon Bon Jovi Soul Kitchen in Red Bank, NJ. (Photo: Business Wire)
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During a break from filming his Advil® stories commercial, rock star Jon Bon Jovi catches up with the crew while standing outside the Jon Bon Jovi Soul Kitchen in Red Bank, New Jersey. (Photo: Business Wire)
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During a recent commercial shoot for the Advil® stories campaign, Jon Bon Jovi stands by ready for the next shot. (Photo: Business Wire)
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