



Peggy Fleming and the Makers of Robitussin® Provide Relief this Cold and Flu Season with a Simple Question: "Does Your Last Name Sound Contagious?"

Tuesday, October 25, 2011 - 11:55pm

During the 100 Worst Days of the Cold & Flu Season, the makers of Robitussin® are Giving Out 100,000 Simple Acts of Relief, as well as Free Product for those People Whose Last Name Sounds Like a Cold Symptom

"I think it's funny that Fleming sounds like 'phlegm' and that Robitussin® wants to celebrate it!"

(BUSINESS WIRE)--This week, Robitussin® marked the start of another cold and flu season by shaking up the most contagious months of the calendar year for America's "sick but can't stop" sufferers with the launch of the Simple Acts of Relief program. To kick-off the launch of the program, Robitussin® has teamed up with iconic Olympic and World ice skating champion and sports commentator, Peggy Fleming. As the "simplest" act of relief, the makers of Robitussin® and Ms. Fleming are making an exclusive offer to people whose last name is or sounds like one of the cold symptoms Robitussin® treats - like Fleming, which sounds like phlegm - to enter the exclusive Robitussin® Last Names Giveaway (Last Names Giveaway). The first 5,000 eligible entrants will receive free Robitussin®1 to help get them through this cold and flu season.

"I think it's funny that Fleming sounds like 'phlegm' and that Robitussin® wants to celebrate it!" said Ms. Fleming, who knows how important it is to keep going when suffering from a cold. "I hope that other similarly-named folk, will take a minute to have a laugh and then go to www.SimpleActsofRelief.com to find out how they can register for

the Robitussin® Last Names Giveaway.”

The Last Names Giveaway is just one element of the Simple Acts of Relief program, which will reach people nationwide who need a little extra TLC this winter (like Joe Sneeze or Mary Coughlin!). Starting today and for the next 100 days of the cold and flu season, Robitussin® will give away 100,000 “Simple Acts of Relief” through daily online drawings and a national mobile tour to help boost body and spirit.

“For years, I’ve trusted the Robitussin® family of products to help treat my cold symptoms. I also know that when I’m under the weather, pampering myself and improving my overall outlook is a big part of feeling better. That’s why I’m excited to team up with Robitussin® to launch its Simple Acts of Relief program,” Ms. Fleming added.

People across the country are encouraged to enter the Robitussin® Simple Acts of Relief Promotion (Simple Acts of Relief) which includes an instant win game and sweepstakes for a chance to win prizes such as pre-paid gift cards that are perfect for shopping or a night away and the ultimate sweepstakes prize of \$100,000!

Robitussin® Hits the Road

Starting October 25, Robitussin® will also embark on a Relief Tour, visiting 16 cities across the U.S. to personally deliver Simple Acts of Relief to cold sufferers. During stopovers in cities including New York, Chicago, Los Angeles and Miami, people can visit the Robitussin® Relief Station to instantly receive a ‘simple act’, such as a refreshment, a warm scarf or a coupon towards Robitussin®. Visitors can also register on-site for the Robitussin® Simple Acts of Relief instant win game, as well as the sweepstakes for the \$100,000 grand prize.

Feeling Better with Robitussin®

For years, Robitussin® has reliably treated cold symptoms through a variety of different liquid formulations tailored to fit different symptom combinations. Now, relief is also available in a convenient tablet form.

“There may be no cure for the common cold, but treating symptoms may help you feel better and may allow for a more productive day,” said Barb Dehn, a practicing women's health Nurse Practitioner, award winning author, and a nationally recognized health expert. “Robitussin® products give people choices so that they can find the right product for their specific symptoms.”

Notably, the familiar Robitussin® boxes just received an attractive makeover. Simpler packaging, as well as new symptom-specific product names, makes Robitussin® an easy choice when trying to find the right product to treat cold symptoms. And determining which formulation may be best suited for you is only a few clicks away when you use the Robitussin® Relief Finder at www.Robitussin.com. The Robitussin® Relief Finder is also available as a free mobile app so you can get help finding the right relief while you're on the go.

About the Robitussin® Simple Acts of Relief Promotion

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING A PRIZE. Game begins 12:01 a.m. (ET) on 10/24/11 and ends 11:59 p.m. ET on 2/1/2012. See Official Rules at www.simpleactsofrelief.com or for additional eligibility restrictions, prize descriptions/restrictions/ARV's and complete details. Eligible winners will receive a coupon that is good for one free Robitussin product of up to \$7.50, while supplies last. Open to individual legal residents of the U.S. or DC, age 18 or older. Void where prohibited. Sponsor: Wyeth LLC.

About Robitussin® Last Names Giveaway

The official rules and regulations for the Last Names Giveaway are available at www.SimpleActsofRelief.com. Eligible consumers whose legal last name is identical or substantially similar to one of the "eligible symptoms" may register to receive a coupon (by mail) good for one free Robitussin product of up to \$7.50, while supplies last. The specific symptoms that are eligible and will be included are: Cough, Cold, Phlegm, Mucus, Fever, Sneeze, Sneezzy, Sneezing, Headache, Congestion, Congest, Congested, Stuffy Nose, Runny Nose, Itchy Eyes, Watery Eyes, or Sore Throat. Pfizer Consumer Healthcare will review/judge the list of registrants to ultimately determine who qualifies and who does not.

About Peggy Fleming

Known nationwide, Peggy Fleming is the 1968 Olympic women's figure skating gold medalist. She is also a five time U.S. champion and a three time World champion. Since her amazing amateur career ended, she has produced numerous, Emmy award winning ice skating specials, commentated for ABC Sports for 28 years and in 2010 was part of the Presidential Delegation for the Opening Ceremonies of the Vancouver Winter Olympic Games. She and her husband, Dr. Greg Jenkins, also own and manage a successful Chardonnay vineyard on their hillside property in the foothills of the Santa Cruz Mountains.

About Barb Dehn

Barb Dehn is a practicing women's health Nurse Practitioner, award winning author, and a nationally recognized health expert. She holds a BS from Boston College and earned her Master's degree at the University of California, San Francisco. As an in-demand and popular national speaker on all aspects of women's health, she also lectures at Stanford and Nurse Barb's Daily Dose is a regular segment on CBS-5 in San Francisco. She has appeared on CNN, Good Morning America Now and NBC's iVillageLive.

About Robitussin®

Robitussin® products provide effective relief of your specific cough and cold symptoms. The Adult Robitussin® Peak Cold line of products includes Maximum Strength Cough + Chest Congestion DM, Cough + Chest Congestion DM, Sugar Free Cough + Chest Congestion DM, Multi-Symptom Cold, Maximum Strength Multi-Symptom Cold, Nighttime Multi-Symptom Cold, Nasal Relief and Nighttime Nasal Relief. The Adult Robitussin® Lingering Cold line of products includes, Long-Acting Cough and Long-Acting CoughGels®. The Children's Robitussin® product line includes Children's Cough Long-Acting, Children's Cough & Cold CF and Children's Cough & Cold Long-Acting.

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 www.pfizer.com.

Media should contact Jennifer Kokell, Pfizer Media Relations, (212) 733-2596; or Lexi Kalil at Marina Maher Communications, Inc., (212) 485-6853 / lkalil@mahercomm.com for interviews, photo, video and additional information.

1 Giveaway prize is a coupon that is good for one free Robitussin product of up to \$7.50, while supplies last.

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/robitussin-simple-acts-of-relief>

Multimedia Files:

Download All Files

Peggy Fleming, Olympic and World ice skating champion, shows off her newest “routine”: helping people skate through cold and flu season with Robitussin®. (Photo: Business Wire)

Download:

Download Web Ready (46.27 KB)

Download Thumbnail (2.87 KB)

Download ViewImage (6.87 KB)

Download High Resolution (1.12 MB)

Peggy Fleming, Olympic and World ice skating champion, helps people skate through cold and flu season with the Robitussin® Relief Finder available on your web or mobile browser at www.robitussin.com and as a mobile app. (Photo: Business Wire)

Download:

Download High Resolution (937.71 KB)

Download ViewImage (8.87 KB)

Download Web Ready (60.37 KB)

Download Thumbnail (3.46 KB)

Peggy Fleming, Olympic and World ice skating champion, kicks off the Robitussin® Last Names Giveaway for those people lucky enough to have a last name that is or sounds like a cold symptom that Robitussin® treats. Visit www.simpleactsofrelief.com for rules and regulations and to enter. (Photo: Business Wire)

Download:

Download Thumbnail (4.54 KB)

Download Web Ready (82.11 KB)

Download ViewImage (11.81 KB)

Download High Resolution (1.11 MB)

Peggy Fleming, Olympic and World ice skating champion, and Nurse Barb, help people find cold symptom relief at the Robitussin® Relief Station which hits the road via a nationwide mobile tour this Fall and Winter. (Photo: Business Wire)

Download:

[Download ViewImage \(8.47 KB\)](#)

[Download High Resolution \(938.65 KB\)](#)

[Download Thumbnail \(3.34 KB\)](#)

[Download Web Ready \(54.9 KB\)](#)

Peggy Fleming, Olympic and World ice skating champion, and Nurse Barb Dehn, show people that finding the right treatment this cold and flu season is so simple “a monkey can do it” at the debut of the Robitussin® Relief Station, hitting the road this Fall. (Photo: Business Wire)

Download:

[Download Thumbnail \(4.66 KB\)](#)

[Download Web Ready \(77.9 KB\)](#)

[Download ViewImage \(11.77 KB\)](#)

[Download High Resolution \(1.14 MB\)](#)

Peggy Fleming, Olympic and World ice skating champion, and cold and flu guru, Nurse Barb Dehn, spread a little relief to New Yorkers this season with the launch of the Robitussin® Simple Acts of Relief program. (Photo: Business Wire)

Download:

[Download Thumbnail \(3.51 KB\)](#)

[Download Web Ready \(57.52 KB\)](#)

[Download High Resolution \(961.7 KB\)](#)

[Download ViewImage \(9.04 KB\)](#)

What's green and skates? Peggy Fleming, 1968 Gold medalist, ice skating champion. (Photo: Business Wire)

Download:

[Download ViewImage \(14.85 KB\)](#)

[Download High Resolution \(1.47 MB\)](#)

[Download Web Ready \(130.06 KB\)](#)

[Download Thumbnail \(4.85 KB\)](#)

Robitussin®

Download:

[Download Web Ready \(82.71 KB\)](#)

[Download Thumbnail \(5.15 KB\)](#)

[Download High Resolution \(121.18 KB\)](#)

[Download ViewImage \(13.64 KB\)](#)

Nurse Barb Dehn Sound bite

Download:

[Download High Resolution \(50.68 KB\)](#)

[Download ViewImage \(5.77 KB\)](#)

[Download Windows Media Video \(1.52 MB\)](#)

[Download Quicktime \(2.41 MB\)](#)

[Download Thumbnail \(2.04 KB\)](#)

[Download MPEG-4 Video \(6.14 MB\)](#)

[Download Flash Video \(4.95 MB\)](#)

[Peggy Fleming Sound bite](#)

Download:

[Download Windows Media Video \(3.21 MB\)](#)

[Download Quicktime \(1.57 MB\)](#)

[Download ViewImage \(33.85 KB\)](#)

[Download Thumbnail \(25.36 KB\)](#)

[Download High Resolution \(82.19 KB\)](#)

[Download Flash Video \(2.55 MB\)](#)

[Download MPEG-4 Video \(3.18 MB\)](#)

[Peggy Fleming Sound bite](#)

Download:

[Download Quicktime \(1.6 MB\)](#)

[Download Windows Media Video \(888.25 KB\)](#)

[Download Thumbnail \(2.01 KB\)](#)

[Download MPEG-4 Video \(2.99 MB\)](#)

[Download High Resolution \(50.6 KB\)](#)

[Download Flash Video \(2.42 MB\)](#)

[Download ViewImage \(5.64 KB\)](#)

[Peggy Fleming Sound bite](#)

Download:

[Download ViewImage \(5.56 KB\)](#)

[Download Windows Media Video \(677.28 KB\)](#)

[Download High Resolution \(51.21 KB\)](#)

[Download Quicktime \(1.16 MB\)](#)

[Download Flash Video \(1.97 MB\)](#)

[Download MPEG-4 Video \(2.44 MB\)](#)

[Download Thumbnail \(1.97 KB\)](#)

Download:

[Download DOC \(712 KB\)](#)

Download:

Download DOC (258.5 KB)

Download:

Download DOC (79 KB)

Pfizer Media Relations Jennifer Kokell, 212-733-2596 or Marina Maher Communications, Inc. Lexi Kalil, 212-485-6853 lkalil@mahercomm.com