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Terry Bradshaw and Pfizer Encourage Boomers to Understand Their Risk for Pneumococcal Pneumonia and Take Action to Help Prevent It

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All About Your Boom™ Campaign Highlights Importance of Adult Vaccination Against Potentially Life-Threatening Disease

NEW YORK, NY, September 12, 2018 – Football legend Terry Bradshaw and Pfizer unveiled the All About Your Boom™ campaign today to educate Baby Boomers about pneumococcal pneumonia, a potentially serious bacterial lung disease that, in severe cases, can be life-threatening. The campaign aims to reach the more than 47.8 million adults 65 years or older in the US,1 who may not be aware that, even if they are healthy, they are at an increased risk for pneumococcal pneumonia because the immune system naturally weakens with age. All About Your Boom™ encourages Boomers to speak with their healthcare providers about CDC-recommended adult vaccinations, including vaccination against pneumococcal pneumonia.

Campaign spokesperson Terry Bradshaw is many things – a FOX NFL* analyst, actor and TV personality – but he's not a risk-taker when it comes to his health. "I'm just getting started on all the things I want to do in life," said Bradshaw. "That's why it's important for me to do what I can to lower my chances of getting a vaccine-preventable disease, like pneumococcal pneumonia, which could hold me back from doing the things I love. That's why it's so important for me, and other Boomers, to stay up-to-date on all CDC-recommended adult vaccinations."

To drive awareness of the risk of pneumococcal pneumonia, even among healthy older adults, Pfizer and Bradshaw created a video sales pitch for Bradshaw World, a fictitious timeshare resort featuring unusual amenities that mimic some of the symptoms pneumococcal pneumonia may cause, such as coughing, difficulty breathing, high fever, excessive sweating, shaking chills and chest pain.[2] The video sheds light on some of the potential physical effects of pneumococcal pneumonia that could take Boomers out of their routines, and in serious cases, could put them in the hospital. Adults 65 or older are encouraged to talk to their doctors or pharmacists about whether vaccination is right for them, especially because pneumococcal pneumonia can strike anywhere, anytime and may start quickly with little warning.

"It is better to help prevent disease than to treat disease – at any age," said Luis Jodar, Ph.D., Chief Medical and Scientific Affairs Officer, Vaccines Medical Development, Scientific and Clinical Affairs, Pfizer Inc. "Pfizer Vaccines is committed to helping adults 65 or older understand that they have an increased risk for vaccinepreventable diseases, like pneumococcal pneumonia, so they can make informed healthcare decisions to help protect themselves."

To learn more about the campaign and pneumococcal pneumonia, go to AllAboutYourBoom.com.

About Pneumococcal Pneumonia
Pneumococcal pneumonia is a potentially serious lung disease that, in severe cases, can be life-threatening. It can strike anywhere, anytime and may start quickly with little warning. It is caused by bacteria that live in the upper respiratory tract and can be spread through coughing.3 Symptoms of pneumococcal pneumonia may include coughing, difficulty breathing, high fever, excessive sweating, shaking chills and chest pain. Certain symptoms, like cough and fatigue can last for weeks or longer.2,4 Adults 65 or older are over 10 times more likely to be hospitalized with pneumococcal pneumonia than adults 18-49.5

About Terry Bradshaw
You don't have to know football to know Fox NFL* analyst, Terry Bradshaw. After winning four NFL championships, Terry's been a presence on the big and small screens for more than 40 years with his larger-than-life, fun-loving personality. But one thing Terry never jokes about – his health and taking preventive steps to help protect his health so that he can continue booming for years to come. That's why he's working with Pfizer to help adults 65 or older understand their risk of pneumococcal pneumonia and the importance of vaccination, so they can keep booming too.

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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. We routinely post information that may be important to investors on our website at www.pfizer.com. In addition, to learn more, please visit us on www.pfizer.com and follow us on Twitter at @Pfizer and @Pfizer_News, LinkedIn, YouTube, and like us on Facebook at Facebook.com/Pfizer.

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[1] U.S. Census Bureau. Annual Estimates of the Resident Population for Selected Age Groups by Sex for the United States, States, Counties and Puerto Rico Commonwealth and Municipios: April 1, 2010 to July 1, 2014.
[2] Centers for Disease Control and Prevention. Pneumococcal Disease: Symptoms & Complications. http://www.cdc.gov/pneumococcal/about/symptoms-complications.html. Accessed April 4, 2017.
[3]Centers for Disease Control and Prevention. Pneumococcal Disease: Risk Factors & Transmission. http://www.cdc.gov/pneumococcal/about/risk-transmission.html. Accessed April 27, 2017.
[4] Mandell G, Bennett J, Dolin R. Mandell, Douglas and Bennett's Principles and Practice of Infectious Diseases. 7th ed. Streptococcus Pneumoniae. 2623-2642.
[5] Ramirez, J. Adults Hospitalized with Pneumonia in the United States: Incidence, Epidemiology and Mortality. Open Forum Infectious Diseases. 2017; 4: Figure 2.

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