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Terry Bradshaw and Pfizer Educate Boomers About the Risks of Pneumococcal Pneumonia and the Importance of Vaccination

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NEW YORK, NY, September 17, 2019 - Football legend Terry Bradshaw and Pfizer are partnering for a second year on the All About Your Boom™ campaign with the goal of educating Baby Boomers about the risk for pneumococcal pneumonia. The campaign encourages adults aged 65 or older to speak with their healthcare provider about whether vaccination to help prevent pneumococcal pneumonia is right for them.

There are more than 51 million adults in the United States who are 65 or older, and many do not realize that they are at an increased risk of pneumococcal pneumonia, a potentially serious bacterial lung disease that can spread through coughing or close contact.[1,2] As people age, their immune systems naturally weaken, putting even healthy and active adults as young as 65 at an increased risk for pneumococcal pneumonia.[1,3,4] This disease can take adults out of their routine for weeks and in serious cases, it can even put them in the hospital.[5]

“I’m an active guy, and I don’t want anything stopping me from doing the things I enjoy, like riding horses on my ranch, traveling with my family and even partaking in new adventures,” said Bradshaw. “That’s why it’s important for me to do what I can to stay healthy, which includes making sure I am up to date on my vaccinations. And I want my fellow Boomers to do the same.”

The campaign showcases Bradshaw’s active lifestyle and encourages Boomers to talk to their doctor about what they can do to help prevent pneumococcal pneumonia. Pneumococcal pneumonia could prevent them from doing the things they love. A series of short videos feature Bradshaw light-heartedly checking off various activities on his fictitious bucket list. Check out the videos and watch Bradshaw join a hot air balloon race, play a keytar circa 1980’s style, dress up as a mascot and more. To learn more about the campaign and pneumococcal pneumonia, go to www.AllAboutYourBoom.com.

“Pfizer is committed to raising awareness about the importance of adult immunization,” said Luis Jodar, Chief Medical and Scientific Affairs Officer, Pfizer Vaccines. “Pneumococcal pneumonia can affect adults 65 or older – even those who are healthy and active – so we are delighted that Terry Bradshaw joins us again to educate Boomers about how to help prevent this serious disease and the importance of vaccination.”

About Pneumococcal Pneumonia
Pneumococcal pneumonia is a potentially serious lung disease that, in severe cases, can be life-threatening.[6] 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.[1] 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.[6] 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, Bradshaw'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 Bradshaw never jokes about is 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 for the second year in a row to help adults 65 or older understand their risk of pneumococcal pneumonia and the importance of vaccination, so they can keep booming too.

Pfizer Inc.: Breakthroughs that change patients' lives
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, including innovative medicines and vaccines. 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, we have 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] Centers for Disease Control and Prevention. Pneumococcal Disease: Risk Factors & Transmission. http://www.cdc.gov/pneumococcal/about/risk-transmission.html. Accessed April 27, 2017.

[2] 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.

[3] National Heart, Lung and Blood Institute. Pneumonia. Causes. https://www.nhlbi.nih.gov/health-topics/pneumonia. Accessed June 24, 2019.

[4] Weinberger B, Herndler-Brandstetter D, Schwanninger A, et al. Biology of immune responses to vaccines in elderly persons. Clin Infect Dis. 2008; 46:1078-1084.

[5] Ramirez JA, Wiemen TL, Peyrami P et al. Adults hospitalized with pneumonia in the United States: incidence, epidemiology, and mortality. Clin Infect Dis. 2017:1-7. [Epub ahead of print.]

[6] Centers for Disease Control and Prevention. Pneumococcal Disease: Symptoms & Complications. http://www.cdc.gov/pneumococcal/about/symptoms-complications.html.

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