

Advil® Relief in Action and Josh Duhamel Celebrate National Volunteer Week with Points of Light & Kick Off a Nationwide "Relief" Tour

Monday, April 14, 2014 - 03:02am

Madison, N.J., April 14, 2014 — Pfizer Consumer Healthcare, makers of Advil® and a unit of Pfizer Inc. (NYSE:PFE), is teaming up with actor and active volunteer Josh Duhamel for the Advil® Relief in Action campaign. Through the [#ReliefinAction Pledge](#) on Facebook and a Mobile Relief Center tour making approximately 100 stops throughout the country, Advil® will relieve the tough physical pain that can come with actively volunteering.

“Growing up, my family was always volunteering, so I learned early on the importance of communities coming together to help one another,” said Josh Duhamel. “It wasn't until I started organizing events for disasters in Haiti and Japan, and then again in my hometown of Minot, N.D., that I truly understood and appreciated the tireless and tough work of volunteers. To me, the Advil® Relief in Action campaign means knowing that others are counting on you, and doing whatever it takes to help. That includes not letting pain get in the way of giving back.”

Partnering with Points of Light, the world's largest organization dedicated to volunteer service, Advil® was an Official Sponsor of this year's National Volunteer Week, which took place April 6-12. Josh Duhamel was on hand to kick off the Relief in Action campaign for National Volunteer Week by volunteering to help clean up Franz Sigel Park in the Bronx with New York Cares, an affiliate of Points of Light's HandsOn Network, on the group's annual [New York Cares Day Spring](#).

Advil® and Duhamel are also rallying consumers to commit to helping others by taking the #ReliefinAction Pledge on Facebook at www.Facebook.com/Advil. Duhamel was one of the first volunteers to take the Pledge.

To bring relief to active volunteers throughout 2014, Advil® is conducting a cross-country tour of the Mobile Relief Center. With approximately 100 stops from smaller local efforts to large-scale volunteer events, the Mobile Relief Center Tour stops will have relief on hand with the Advil® Wall of Relief featuring Advil product samples, water bottles and other products to provide relief to volunteers.

Relief in Action initiatives enabling volunteers include:

#ReliefinAction Pledge to Volunteer:

- Consumers can join Josh Duhamel and take the #ReliefinAction Pledge to volunteer on Facebook at www.Facebook.com/Advil.

- Once consumers take the Pledge, they'll be able to find thousands of volunteer events and discover how they can help out in their communities – all from the Advil® Facebook page.
- Consumers can also get involved with Relief in Action by sharing their volunteer stories and photos on their social channels with the hashtag #ReliefinAction.

Relief in Action Mobile Relief Center:

- New for year two, the Advil® Mobile Relief Center will be making approximately 100 stops at volunteer events across the country to relieve the aches and pains many volunteers experience.
- Consumers can track the route via the Advil® Facebook page, at www.Facebook.com/Advil, to see if the Advil® Mobile Relief Center is stopping near their communities.
- Volunteers are invited to share their stories through a video booth at all Mobile Relief Center stops, with a chance for their stories to be featured on the Advil® Facebook page.

“Following our 2013 launch of the Advil® Relief in Action campaign, we know that volunteers don’t have time to press pause and to let pain get in the way. The strength and speed of Advil® fights even the toughest aches and pains so these volunteers can get back to helping those who count on them,” said Brian Groves, U.S. Chief Marketing Officer at Pfizer Consumer Healthcare. “This year, we are partnering with Points of Light, the world’s largest volunteer organization, and encouraging Americans to take the #ReliefinAction Pledge to get out in their communities and provide relief where it’s needed.”

For more information visit www.advil.com, like Advil® on Facebook at www.Facebook.com/Advil and follow Advil® Relief in Action on Twitter at www.twitter.com/ReliefinAction.

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 fast, acting Advil® Film Coated, Children’s Advil®, Advil® PM, Advil® Cold & Sinus, Advil® Allergy Sinus, and Advil® Congestion Relief. Use as directed. Advil® – built to be as fast as it is strong.

Pfizer Inc.: Working together for a healthier world™

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. To learn more, please visit us at www.pfizer.com.

About Points of Light

Points of Light – the world’s largest organization dedicated to volunteer service – mobilizes millions of people to take action that is changing the world. Through HandsOn Network affiliates in 250 cities and partnerships with thousands of nonprofits and corporations, Points of Light engages 4 million volunteers in 30 million hours of service each year. We bring the power of people to bear where it’s needed most. Visit our website at

www.pointsoflight.org or [Facebook](#) or [Twitter](#) to learn more.

About New York Cares

New York Cares, New York City's largest volunteer organization, runs vital programs for 1,300 nonprofits, public schools, and city agencies to help people in need throughout the five boroughs, and does so at no cost to the recipient organizations. Since 1987, New York Cares has made it easy for all New Yorkers to work together to strengthen the city; last year, we provided critical services to 400,000 at-risk New Yorkers. To learn more, visit www.newyorkcares.org.

Media Contact: Sally Beatty (212) 733-6566 Investor Contact: Ryan Crowe (212)733-8160