

Pfizer Encourages Canada To Be Brave and Reach Out
*Starlight Children's Foundation Canada and Pfizer Canada Team Up to
Debut Online Resource and a Short Film About Courage*

Together with the Starlight Children's Foundation, Pfizer Canada — the country's leading pharmaceutical company — is encouraging Canadians to help prove that love, support and courage can sometimes be amongst the most powerful medicines of all.

To benefit the Starlight Children's Foundation, Pfizer Canada is introducing a new viral awareness campaign — and, as part of a guaranteed \$50,000 donation, the company will donate \$5 every time someone views the online film and forwards it to a friend or loved one.

The powerful 90-second online film, entitled *Graffiti*, was created in collaboration with advertising partner zig. Filmed in downtown Toronto, the short film about courage follows a teen graffiti artist spraying an unseen paint message in a dark, urban alleyway. As the teen returns home, he is met by his seemingly disapproving mother, before entering into a room where his seriously ill younger sister lies in a hospital bed. He pulls back the curtains and a beautiful and moving message of hope and optimism appears in her window: Be Brave.

Playing now at morethanmedication.ca/bebrave Pfizer Canada is encouraging Canadians to view the online film and send it to a friend or loved one with a customized graffiti message of hope. Senders can choose one of six messages. Every time a recipient views *Graffiti* at morethanmedication.ca and sends it to a friend, Pfizer Canada will give \$5 to the Starlight Children's Foundation Canada as part of a guaranteed \$50,000 donation.

The We Can Be Brave section of the site also features articles and advice from experts that deal with the emotional impacts of serious illnesses on individuals and their families. The website also offers people links to local support groups and Canadian resources.

We Can Be Brave

"Pfizer Canada recognizes that to be truly healthy, it takes more than medication and that sometimes, love and support are the most powerful medicines of all," says John Helou, Vice President, Public Affairs and Stakeholder Relations, Pfizer Canada. "Canadians can also find links to local support groups and advice from renowned Canadian experts on how to cope with the emotional toll serious illnesses can have on families."

"In addition to offering innovative medicines, we believe it's important to give back to Canadian communities. We are dedicated to supporting inspiring organizations, like Starlight, who bring optimism, hope and support into the lives of seriously ill children and their families to help them be brave and fight for wellness each and every day," he says.

“*Graffiti* is a powerful and moving tribute to the thousands of families across Canada who need our help and support,” says Laura Mountjoy, Executive Director, Starlight Children’s Foundation. “Programs like this help us fund important home and hospital-based programs that brighten the spirits of seriously ill children and their families. We hope this short film about courage will also inspire Canadians to reach out to help a family they know to cope with the fear, isolation and pain families face when a child is seriously ill.”

As with all Pfizer Canada More than Medication initiatives, *Graffiti* and the website never mention medications or products. The online film closes with an invitation to visit morethanmedication.ca, a made-in-Canada site devoted completely to helping Canadians live healthier lives by providing comprehensive, non-medicinal health information.

The We Can Be Brave campaign was developed by Pfizer Canada in collaboration with advertising agency partner zig database, interactive agency partner Klick management, media agency partner Mediacom Canada and partner Health Connect.

“This is Pfizer Canada’s first-ever corporate viral campaign and we’re proud that it has meaning,” says Mr. Helou. “We’ve tried to reflect and honour the human stories behind illness; and allow people to personalize and share its message of hope with others — while helping us give back.”

About Pfizer Canada

Pfizer Inc. is the world’s leading pharmaceutical company. Pfizer invests more than \$7 billion annually to discover and develop life-saving and life-enhancing medications for humans and animals. The company’s Canadian operation, Pfizer Canada Inc., is one of the largest private contributors to health research in Canada and also donates more than \$20 million annually to support community initiatives like the Starlight Children’s Foundation. Headquartered in Kirkland, Quebec, Pfizer Canada and its cross-Canada team of 1,200 employees are working together for a healthier world. Pfizer Canada’s commitment to helping Canadians live happier, healthier and longer lives extends beyond medication. To learn more about Pfizer Canada’s more than medication philosophy and programs, visit www.morethanmedication.ca

-30-

For further information, please contact:

David Weinstein, Catherine Heroux, Andrea Cooper or Deb Quinn
Strategic Objectives
Tel: (416) 366-7735 Toll-free: 1-866-366-7733
dquinn@strategicobjectives.com

Julie-Catherine Racine
Pfizer Canada

Tel: (514) 693-4602

julie-catherine.racine@pfizer.com