



TYLENOL® Invites Moms Across the Country to Join Together in *SMILING IT FORWARD*™
Alyson Hannigan Shares Daughters' Smiles, Triggering First Donation to Children's Health Fund

FT. WASHINGTON, PA, September 17, 2013 – Inspired by the heartwarming smile of a child, and the millions of photos that moms proudly post online of their children every day, the TYLENOL® brand's *SMILING IT FORWARD*™ campaign is a simple way to share those adorable, smiling photos for a good cause.

The power of *SMILING IT FORWARD*™ was set in motion today by *How I Met Your Mother* star and social media mother of two, Alyson Hannigan. By sharing the first "smile" of her two daughters Satyana, 4, and Keeva, 1, Hannigan triggered the first donation from TYLENOL® to Children's Health Fund, an organization well-known for its mobile medical clinics that provide healthcare services to underserved children throughout the U.S. Now, until mid-January, moms across the country can join in by sharing their own smiles at SmilingItForward.com, prompting TYLENOL® to make a \$1 donation to Children's Health Fund, up to \$100,000, helping to ensure a doctor's visit is always within reach for children in need.¹

"Being a mom has been one of the most rewarding experiences of my life," said Hannigan. "And being the first mom of many to participate in *SMILING IT FORWARD*™ warms my heart because it will help other children receive high-quality medical care like my daughters do."

"When Keeva is up at night teething, or Satyana is fussy with a fever, it's pediatric TYLENOL® products I rely on to relieve their symptoms," continued Hannigan. "And when those smiles return to their faces, it's the best signal I have that they are starting to feel better. I live for that smile, so I am honored to be a part of a campaign to bring more smiles to children across the country."

In fact, a recent survey conducted on behalf of the makers of TYLENOL® discovered that 89% of moms with young children agree that there is nothing better than their child's smile to let them know they are feeling better after a fever, cold or flu.²

For more than 50 years, the makers of TYLENOL® have been helping to bring “feel better” smiles to generations of children. Through *SMILING IT FORWARD™*, TYLENOL® aims to garner 100,000 smiles in order to help the 85,000 low-income urban and rural children who are served by Children’s Health Fund each year.

“We thank Alyson, TYLENOL® and everyone who participates by *SMILING IT FORWARD™* for helping to raise donations for Children’s Health Fund. Their support will help to ensure that the children of Children’s Health Fund will have a chance to be healthy, ready to learn and fulfill their potential,” said Karen Redlener, Executive Director of Children’s Health Fund.

About Infants’ TYLENOL®

When it comes to reducing fevers and relieving pain in children, Infants’ TYLENOL® is the #1 brand recommended by pediatricians and has been used by moms for over 20 years. Infants’ TYLENOL® relieves minor aches and pains due to the common cold, flu, headache, sore throat and toothache. Infants’ TYLENOL® also temporarily reduces fever. For more information and a full list of TYLENOL® products, please visit www.Tylenol.com.

McNeil Consumer Healthcare

McNeil Consumer Healthcare Division of McNEIL-PPC, Inc. markets a broad range of well-known and trusted over-the-counter (OTC) products. McNeil Consumer Healthcare is most widely recognized for the TYLENOL® brand. Other McNeil Consumer Healthcare brands include BENADRYL®, ZYRTEC® and ZYRTEC®-D allergy medicines; IMODIUM® A-D anti-diarrheal; MOTRIN® IB; and SUDAFED® and SUDAFED PE® nasal decongestants.

Children’s Health Fund

Founded in 1987 by singer/songwriter Paul Simon and pediatrician/advocate Irwin Redlener, MD, Children’s Health Fund is the nation’s leading pediatric provider of mobile-based healthcare for homeless and low-income children and their families. Children’s Health Fund currently has a fleet of 50 mobile medical clinics serving hundreds of locations across the country, including schools, community shelters and homeless shelters. Over more than 25 years, the organization has provided three million healthcare visits to disadvantaged children, often in places where doctors and healthcare providers are in short supply. For more information about Children’s Health Fund, visit www.ChildrensHealthFund.org.

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¹*Between September 17, 2013 and January 31, 2014, McNeil Consumer Healthcare Division of McNEIL-PPC, Inc., the makers of TYLENOL®, is inviting anyone 18 and older to share a photo that makes them smile on SmilingItForward.com. Each photo approved & shared will trigger a \$1.00 donation from TYLENOL® to Children’s Health Fund, with a minimum donation of \$75,000 and a maximum donation of \$100,000. Review [Terms and Conditions](#) for complete program details. For information about Children’s Health Fund, visit www.childrenshealthfund.org.*

²*Online survey conducted by Harris Interactive on behalf of the makers of TYLENOL® between May 22 and June 3, 2013 among 300 U.S. moms, age 18+, with children who are 0-3 years old, can smile at things they find amusing, and have recovered from an illness such as a cold or the flu.*