



Campaign Fact Sheet

OVERVIEW

The makers of TYLENOL® were so inspired by the “feel better” smiles shared organically by moms across the country online that they’ve teamed up with *How I Met Your Mother* star and mom of two, Alyson Hannigan, to launch the *SMILING IT FORWARD™* campaign. Together, they hope to set the power of giving in motion, inviting everyone to share smiles of good health to help children in need.

SMILING IT FORWARD™

SMILING IT FORWARD™ makes it easy for people to join the movement. By sharing a photo that makes you smile at SmilingItForward.com, TYLENOL® will make a \$1 donation to Children’s Health Fund, helping to ensure a doctor’s visit is always within reach for children in need.¹

MOM AMBASSADOR, ALYSON HANNIGAN

A self-proclaimed TYLENOL® mom, actress Alyson Hannigan, mother of Satyana, 4, and Keeva, 1, knows the importance of seeing her child’s “feel better” smile – the wide-eyed grin that comes after a fever has been reduced or pain has gone away. She joined *SMILING IT FORWARD™* to support TYLENOL® in helping to provide high-quality healthcare, like her daughters receive, to children in need.

SMILING IT FORWARD™ WEBSITE

In addition to sharing photos at SmilingItForward.com, moms can go on the site to view the TYLENOL® Smile Gallery, learn more about Alyson Hannigan and Children’s Health Fund, and receive tips from leading pediatrician, Dr. Tanya Altmann, about keeping families smiling through cold and flu season.

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.

ABOUT CHILDREN’S HEALTH FUND

For more than 25 years, Children’s Health Fund, founded by Dr. Irwin Redlener and singer/songwriter Paul Simon, has deployed a fleet of 50 mobile medical clinics to underprivileged neighborhoods across the U.S. bringing high-quality healthcare to thousands of children and families in need.

¹ Between September 17, 2013 and January 31, 2014, the makers of TYLENOL® will make a \$1 donation to Children’s Health Fund for every photo approved & shared on SmilingItForward.com, with a minimum donation of \$75,000 and maximum donation of \$100,000. Restrictions apply. For more information, visit SmilingItForward.com. For information about Children’s Health Fund, visit ChildrensHealthFund.org.