



NEWS RELEASE
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**KidStrong Fashion Show Reveals MODA's Cape Designs and Campaign
Beneficiary**

Creating Pneumococcal Disease Awareness through Fashion and Art

KUALA LUMPUR, 24th April 2015 – In conjunction with WHO's World Immunization Week, Pfizer Malaysia together with the Malaysian Official Designer's Association (MODA) and the Asian Strategic Alliance for the Prevention of Pneumococcal Disease (ASAP), revealed the KidStrong designers' edition of capes at the KidStrong Fashion Show to raise awareness on the importance of vaccination against pneumococcal disease.

The KidStrong Campaign, which features a superhero theme, aims at increasing awareness that children can be protected from pneumococcal disease, and uses a superhero cape as a symbol of protection that every child has the right to be protected.

The KidStrong Fashion Show featured eight exclusively designed super hero capes by young and upcoming MODA fashion designers. In a fun and exciting display, young talents proudly modelled the capes as part of the campaigns effort to bring disease awareness to the public.

The campaign, which was launched in November 2014, is a six-month long campaign which saw the collaboration between both fashion and a pharmaceutical company, which was a first in the country. The exclusive designs by MODA were part of the campaigns initiative to create a new platform of engagement for the public. As part of their commitment to the cause, MODA used to platform to donate their skill set and creativity to bring the superhero cape as a symbol of protection against the disease to life.

MODA's young designers, namely Hariharan Arasu, Nigel Chia, Eille Lim, Hyacinthe Kaur, Lorenzo Peh, Michelle Soong, Vincent Hou and Ava Abdollahi all showcased their designs at the fashion show. These designers dedicated their time and creativity to the campaign to showcase their interpretation and comprehension of a cape of protection against pneumococcal disease. Their fashion interpretations were expressed in the two versions of the designs for both boys and girls at the KidStrong Fashion show at Bangsar Village recently.

Speaking on the designs revealed by the young designers, Gillian Hung, President of MODA said, “MODA has been excited to be part of such a worthy campaign from the start. We always look forward to using fashion for good and what better way than to educate the public on pneumococcal disease? The fashion show today is a creative and exciting platform to showcase our work to the public. It is truly exciting as we are showcasing for the first time ever how disease awareness and style can go hand in hand. This venture not only has helped raised the awareness among the public, but also the fashion community. I’m very proud of the work that the designers have displayed today.”

As an extension of the campaign, a charity-pledge initiative was also created so that the public could be involved. During the past six months, the organizer launched the ‘Design a Cape, Protect a Kid’ engagement program under KidStrong involving healthcare professionals, institutions and child care centres where the public were encouraged to design a cape for charity. Forms were distributed at various participating locations throughout the city, where parents and children alike could draw their version of a superhero cape for a good cause.

For each cape design form received, Pfizer pledged to donate RM 5 to a charitable cause for children. The proceeds from this pledge donation was donated to OrphanCare Foundation to support their noble efforts in providing a safe haven for abandoned children.

A grant of RM 20,000 was donated to the OrphanCare Foundation, a non-profit non-governmental organisation established in 2008 aims to give every orphan and abandoned baby a chance to be loved and cared for by a family.

“Today, we are truly excited to be able to present the proceeds from the KidStrong campaign to our beneficiary, the OrphanCare Foundation. We support their service to the country by giving abandoned children the opportunity to be loved by a new family. The KidStrong campaign has always been about the protection of children and we are pleased to be able to contribute to such a worthy cause. The response from the public has been very encouraging and we can’t wait to reveal the exciting new plans we have in store for the rest of the year, so lookout for KidStrong Phase 2 coming your way!” said Noor Yang Azwar Kamarudin, the Director of Corporate Affairs, Health & Values, Pfizer Malaysia.

Also in attendance was Dato’ Dr. Musa Mohd Nordin, the founding member of the Asian Strategic Alliance for the Prevention of Pneumococcal Disease (ASAP) and Consultant Paediatrician and Neonatologist at Damasara Specialist who provided background on the disease at the event said, “We need to continue to create awareness among parents that they can protect their children from this disease. Campaigns like these help us get the message across to the public in an engaging and effective manner”

Giving the background of the number one killer disease among children, Dato’ Dr. Musa also emphasised on the importance of prevention against the disease by vaccination.

"In Malaysia, the pneumococcal vaccines have been made available for quite some time. Seeing the significant figures of fatalities and morbidity caused by pneumococcal disease, the Ministry of Health Malaysia should heed the calling from parents for PnD protection and make a swift commitment to provide the vaccines under National Immunisation Program. I strongly believe that the Pneumococcal Conjugate Vaccine (PCV) is the safest and the most efficient measure in this disease prevention, especially with more than 103 countries having included this in their NIP to date."

About the Disease

Pneumococcal disease (PD) is complex and describes a group of illnesses caused by the bacterium *Streptococcus pneumoniae* (*S. pneumoniae*). There are more than 90 known serotypes (or strains) of *S. pneumoniae*, but only a small subset of those cause the majority of PD worldwide. The bacteria causes invasive infections which include bacteremia/sepsis (bacterial infections of the blood), and meningitis (inflammation of the membrane surrounding the spinal cord or brain).

S. pneumoniae also causes noninvasive PDs including pneumonia and otitis media (middle ear infection). *S. pneumoniae* is a leading cause of morbidity and mortality worldwide and is responsible for 1 million deaths each year throughout the world. According to a WHO 2002 estimate, PD is the leading cause of vaccine-preventable death worldwide in children younger than 5 years.

Invasive pneumococcal disease can be a very serious illness in young children with meningitis being the most severe type of pneumococcal disease. About 5% of children younger than 5 years of age with pneumococcal meningitis will die from the infection or they may have long-term problems such as blindness or hearing loss. Non-invasive PDs such as a sinus infections and otitis media (middle ear infection) are usually mild and are much more common than serious forms of pneumococcal disease.

World Health Organization considers Pneumococcal Disease the forgotten disease and the number one vaccine-preventable cause of death in the world with immunisation being arguably the most efficient and cost-effective way of reducing illness and death incidences.^{1 2} To date, 103 countries across the world have included this vaccine into their national immunisation programmes³.

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¹ Andre FE et al. Vaccination greatly reduces disease, disability, death and inequity worldwide. Bulletin of the World Health Organization 2008; 86: 81 1- 160

² Centers for Disease Control and Prevention. Vaccine Preventable deaths and the global immunization vision and strategy, 2006-2015. MMWR 2006; 55;511-5

³ WHO, Immunization Coverage. Fact Sheet – Updated September 2014.

About Pfizer Malaysia

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