

REVISED SCRIPT BY ALLY 4.9.24:

Ulcerative colitis limits all aspects of life.

Through “This is Living with UC”, Pfizer empowered patients to keep doing the things they love while living with UC.

Sunny Anderson stepped in to help take that message a step further.

SUNNY: I’m Sunny Anderson. I have a TV Show, I have a cookbook, and I also have ulcerative colitis.

Together, Pfizer and Sunny partnered to create the “Live Fully” platform. They gave UC patients the tools and resources to help them find a diet and lifestyle that works for them.

Sunny brought this campaign to life; she is someone who not only knows about living with UC.

But living to the fullest with UC.

SUNNY: I wasn’t going to let UC take my joy.

She perfectly exemplifies that you can live fully with UC. She reminded people living with this disease that...

...Food is more. Food is culture. connection. Survival.

Sunny took to social to invite the UC community to a special event where they could talk openly about their experience.

We gave her the platform to spread her message: when you eat well, you live well.

Together, Sunny and Pfizer used online recipes, social posts, videos, and even an app to reach UC patients everywhere.

They loved that Sunny was...honest, an inspiration, open...and just so “Sunny.”

Through this campaign, Sunny formed an authentic relationship with the UC community and encouraged them to speak up about their preferences.

She showed them that with UC you can...

[SUNNY VO: LIVE FULLY]