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Julie Bowen and Ty Burrell team up with GSK to raise awareness about meningitis risks for teens and young adults

- On-screen parenting duo stars in new, original video highlighting relatable parenting moments, educating viewers about meningococcal disease, also known as meningitis
- GSK's Ask2BSure campaign encourages parents of teens and young adults ages 16-23 years to ask their teen's doctor about meningitis risks and vaccination
- The video is now available on [GSK's YouTube channel](#)

GSK plc (LSE/NYSE: GSK) today announced new campaign spokespeople, Julie Bowen and Ty Burrell, as part of its [Ask2BSure](#) public health campaign to raise awareness and encourage parents to “ask to be sure” about the risks of meningococcal disease, also known as meningitis. As part of the initiative, the duo stars in an original video titled *The Mening-Itinerary*, which is available now on [GSK's YouTube channel](#).

The Mening-Itinerary takes viewers on a journey through everyday moments of parenting teens in real-world environments—like dorms, parties, and gyms—where teens live, gather, share space, and, through certain everyday behaviors, may share the bacteria that can cause meningitis.^{1,2,3} Along the way, Bowen and Burrell dig deeper into meningitis risks, hear powerful stories from real-life disease survivors and their families, and uncover the questions parents may not realize they should be asking about meningitis and vaccination.

As parents of teens themselves, both Bowen and Burrell understand that staying informed is one of the best ways to advocate for their teens' health.

Julie Bowen said: “As a proactive parent, I was surprised to learn that my own 18-year-old son hadn't completed his meningitis B vaccination series. It was a reminder that even as a parent who tries to stay on top of things, it's easy to miss something.”

Ty Burrell said: “We are excited to bring this educational message to life, blending humor and heart in a way that is accessible to fellow parents of teens. My teen daughters are everything to me, and I hope this video encourages parents to have a conversation with their teen's doctor about meningitis risk and vaccination.”

The Ask2BSure campaign helps to educate parents about meningitis, an uncommon but serious illness that can cause permanent complications, or even death, sometimes within 24 hours.^{1,2,3,4,5} Amongst teens and young adults, 16- to 23-year-olds have the highest rates of meningitis.^{1,6} The bacteria that can cause meningitis can pass from one person to another through certain everyday activities like sharing food, drinks and utensils, kissing, and living in close quarters.^{7,8} About 10-15% of people who get meningitis will die,² and 1 in 5 survivors suffer from long-term consequences, including limb amputation, brain damage, and hearing loss.^{2,3}

There are different types of meningitis vaccinations, and parents may not know if their teens are vaccinated or assume they already are. Some teens may have received vaccination for meningitis groups A, C, W, and Y, but they may still be missing meningitis B vaccination.⁹

Cynthia Burman, Head, Pediatric, Adolescent and Pipeline Vaccines, Medical Affairs for GSK said: “Meningococcal disease is a serious and potentially life-threatening disease, and many parents may not

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realize that their teen could be missing vaccination. This effort plays an important part in raising awareness and helping parents make informed decisions by encouraging conversations with their teen’s healthcare provider about meningitis vaccinations and any missed doses.”

This video is now available to watch on [GSK’s YouTube channel](#) and at [Ask2BSure.com](#).

About GSK’s Ask2BSure Campaign

Ask2BSure aims to educate and empower parents of teens and young adults to start meningitis conversations with their teen’s doctors and “ask to be sure” about meningitis and vaccination. Find out more at [Ask2BSure.com](#).

About GSK

GSK is a global biopharma company with a purpose to unite science, technology, and talent to get ahead of disease together. Find out more at [www.gsk.com](#).

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Cautionary statement regarding forward-looking statements

GSK cautions investors that any forward-looking statements or projections made by GSK, including those made in this announcement, are subject to risks and uncertainties that may cause actual results to differ materially from those projected. Such factors include, but are not limited to, those described in the “Risk Factors” section in GSK’s Annual Report on Form 20-F for 2025, and GSK’s Q1 Results for 2026.

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