



FOR RELEASE **June 21, 2007**

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**Lilly, International Diabetes Federation and American Diabetes Association
announce U.S. launch of "Inspired by Diabetes" Creative Expression Competition**

*Global contest seeks expressions of the triumphs and challenges of living with diabetes
through art, essay, poetry, photography and music*

CHICAGO – Eli Lilly and Company, the International Diabetes Federation (IDF) and the American Diabetes Association (ADA) today announced the U.S. launch of the *Inspired by Diabetes* Creative Expression Competition, a global and national contest asking people with diabetes, as well as their family and friends, to express how diabetes has had an impact on their lives -- and share those stories with others around the world.

Inspired by Diabetes is global collaboration between Lilly and IDF's Unite for Diabetes initiative. In the United States, ADA is serving as the Inspired by Diabetes U.S. national advocate.

The Inspired by Diabetes competition seeks expressions of the challenges and triumphs of the diabetes journey through art, essay, poetry, photography and music. Children, people with diabetes and their family members and friends are encouraged to enter the contest. Health care professionals are also invited to enter.

Participants from the United States will also have their submissions entered into a separate U.S. contest with a chance to win both the global and national competitions. The entry deadline for both contests is **January 31, 2008**.

"I grew up in a family with 23 members who lived – and died – with this disease and I know how every single day with diabetes can be a new challenge," said Darlene Cain, Chair of the Board, American Diabetes Association. "I have witnessed the 'ups and downs' of diabetes firsthand and have seen the courage and strength it takes to live with this disease. I have been inspired to realize that I have a lot to contribute in the fight against diabetes. I'm not a nurse, a doctor, or a researcher, but I have the drive and the passion to make a difference. The Inspired by Diabetes competition is a powerful way to raise awareness of this disease and honor the person who inspires you," added Mrs. Cain.

Inspired by Diabetes builds on the theme of IDF's World Diabetes Day 2007-08, dedicated to children and adolescents living with or at risk of diabetes worldwide. The spirit of the competition is to bring families and people with diabetes together to raise awareness of the global burden of diabetes -- and draw particular attention to people who do not have the resources they need to fight the disease.

By entering the competition, participants can have a direct impact on the lives of children with diabetes around the world.





When people enter the contest, they will receive two “blue circle” diabetes pins, illustrating the global symbol for diabetes. For each set of pins distributed, a dollar will be donated to the International Diabetes Federation’s Life for a Child Program, which provides life-saving diabetes supplies to more than 500 children in 13 developing countries.

For every entry received in the United States, Lilly will also contribute funds toward diabetes youth outreach initiatives in the U.S., including diabetes camps. ADA is the largest provider of camp programs in the U.S. for children with diabetes and their families. ADA also helps bring together parents of children affected by diabetes through its nationwide Family Resource Network.

“The journeys traveled by people with diabetes and their families – both the ups and downs -- have been inspiring us at Lilly for more than 80 years. The Inspired by Diabetes contest will allow people affected by diabetes to creatively express their feelings about how diabetes has impacted their lives, and further inspire people along the way,” said Matt Beebe, Brand Leader, Diabetes, Lilly USA.

In addition, in the spirit of the Inspired by Diabetes competition, Lilly will also make a separate donation to support the Life for a Child program.

“With appropriate care and education, children with diabetes can live full, happy and healthy lives. All children with diabetes have the right to the best care their country can provide,” said Dr. Francine Kaufman, Chair of the IDF Consultative Section for Child and Adolescent Diabetes and Past President, Medicine and Science, American Diabetes Association. “In developing countries, however, many children die soon after diagnosis; many others face the burden of diabetes complications while still young. No child should die of diabetes. By supporting the Inspired by Diabetes initiative and by wearing the diabetes pin, people can help save lives and encourage governments everywhere to establish appropriate care for children with diabetes.”

Contest information

Grand prize winners will be selected for both the U.S. and global contests for each participant group, with the winners (excluding health care professionals) receiving a trip to attend a media briefing and formal exhibition of the winning entries.

In the U.S., children attending ADA diabetes camps this summer will be encouraged to create drawings or other expressions that can be submitted for entry in the contest. Children and families attending the Children with Diabetes Friends for Life conference, July 11-15 in Orlando, will also have the opportunity to create expressions for the contest at the arts and crafts area of ADA’s booth.

Participant categories in the Inspired by Diabetes contest are:

- Children (age sub-groups 5-6, 7-8, 9-12, 13-17 years old; includes children with diabetes or family members or friends under 18)
- Adult with diabetes (ages 18 and older)
- Family member or friend of a person with diabetes
- Health care professional





Entries may be submitted in the following "format" categories:

- Short essay or poem – 500 words or less
- Photograph(s) – Up to three prints
- Original drawing or painting – no larger than 43cm x 66cm (17" x 26")
- Music – Original composition, up to three minutes in length (instrumental and lyric)

To learn more about Inspired by Diabetes and how to enter the Creative Expression Competition, please visit: www.inspiredbydiabetes.com.

About Unite for Diabetes and the International Diabetes Federation

Unite for Diabetes is a global campaign committed to raising awareness of diabetes and celebrating the United Nations' World Diabetes Day Resolution, which establishes the global agenda for the coming fight against the diabetes pandemic and designates 14 November as an official UN-observed World Diabetes Day beginning in 2007.

The Unite for Diabetes and World Diabetes Day campaigns are led by the International Diabetes Federation (IDF), a worldwide alliance of over 200 diabetes associations in more than 160 countries. Its mission is to promote diabetes care, prevention and a cure worldwide. For more information, visit www.unitefordiabetes.org.

About the American Diabetes Association

The American Diabetes Association is the nation's premier voluntary health organization supporting diabetes research, information and advocacy. The Association's mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. Founded in 1940, the Association provides services to hundreds of communities across the United States. For more information, call 1-800-DIABETES (1-800-342-2383) or visit diabetes.org. Information from both these sources is available in English and Spanish.

About Lilly Diabetes

Through a long-standing commitment to diabetes care, Lilly provides patients with breakthrough treatments that enable them to live longer, healthier and fuller lives. Since 1923, Lilly has been the industry leader in pioneering therapies to help health care professionals improve the lives of people with diabetes, and research continues on innovative medicines to address the unmet needs of patients. For more information about Lilly's diabetes products, visit www.lillydiabetes.com.

About Eli Lilly and Company

Lilly, a leading innovation-driven corporation, is developing a growing portfolio of first-in-class and best-in-class pharmaceutical products by applying the latest research from its own worldwide laboratories and from collaborations with eminent scientific organizations. Headquartered in Indianapolis, Ind., Lilly provides answers – through medicines and information – for some of the world's most urgent medical needs. Information about Lilly is available at www.lilly.com.

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