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Eli Lilly Canada Inc.  
3650 Danforth Avenue  
Toronto, ON M1N 2E8  
Canada

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FOR IMMEDIATE RELEASE

INSPIRED BY DIABETES CREATIVE EXPRESSION COMPETITION  
LAUNCHED IN CANADA

Contest seeks expressions of the triumphs and challenges of living with diabetes through art, essays, poetry, and photographs

**TORONTO, Ontario – November 17, 2008** – Eli Lilly Canada today announced the Canadian launch of the Inspired by Diabetes Creative Expression Competition, a national contest asking people living with diabetes, as well as their families and friends, to express how diabetes impacts their lives and to share the stories with others around the world. Inspired by Diabetes is a global collaboration between Lilly and the International Diabetes Federation’s (IDF) Unite for Diabetes initiative.

The Inspired by Diabetes Creative Expression Competition seeks expressions of the challenges and triumphs of the diabetes journey through art, essays, poetry, and photographs. Children and adults living with diabetes as well as their family members and friends are encouraged to enter the competition. The spirit of the competition is to bring families and people living with diabetes together to raise awareness of the global burden of the disease -- and draw particular attention to people who do not have the resources they need to manage their diabetes.

“The journeys travelled by people living with diabetes and their families – both the ups and downs --have been inspiring us at Lilly for more than 85 years. The Inspired by Diabetes competition will allow people to creatively express their feelings about how diabetes impacts their lives, and further inspire people along the way,” said Dr. Sue Mahony, President and General Manager, Eli Lilly Canada.

People who enter the competition will receive two “blue circle” diabetes pins, representing the global symbol of diabetes. For each set of pins distributed, one Canadian Dollar will be donated to the International Diabetes Federation’s Life for a Child Program that provides life-saving diabetes supplies to more than 1,000 children in 17 developing countries.

Canadian competition winners will also have their submissions entered into the separate global competition with a chance to win the global competition. The entry deadline for the Canadian competition is **January 31, 2009**. Competition submissions will be judged by a panel of representatives from the Canadian Diabetes Association, the Juvenile Diabetes Research Foundation (JDRF) and a

healthcare practitioner. Canadian competition winners will be announced in March 2009.

“The Inspired by Diabetes competition is a powerful way to raise awareness of this disease and honour the person who inspires you,” said Christine Turner, National Outreach Manager, JDRF. “With appropriate care and education, children living with diabetes can live full, happy and healthy lives. By supporting the Inspired by Diabetes initiative and by wearing the blue circle pin, people can help save lives and encourage governments everywhere to establish appropriate care for children with diabetes.”

#### Inspired by Diabetes Creative Expression Competition Information

The competition was developed to recognize and showcase creative expressions that demonstrate the inspirational affect that defines a person’s journey living with diabetes and bonds them to others. Each participant should create and submit an original entry in the desired category, described below, with an accompanying narrative that describes this inspiration.

Participant categories in the Inspired by Diabetes Creative Expression Competition are:

- Children (age 17 or under at time of entry). Includes children living with diabetes, family member/friend of person living with diabetes.
- Adult (age 18 or older at time of entry). Includes adults living with diabetes; family member/friend of person living with diabetes.

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

The Canadian top three winners of each category will receive a trophy and a donation to a charity in their name; and will also be entered into the global competition. Grand prize winners in the global competition will be selected within each participant category. The global grand prize winners will win a trip to attend an exhibition of their winning entries at the 45th Annual Meeting of the European Association for the Study of Diabetes (EASD) in Vienna, Austria on September 27 – October 1, 2009.

To learn more about Inspired by Diabetes and how to enter the Canadian Creative Expression Competition, please visit: [www.inspiredbydiabetes.com](http://www.inspiredbydiabetes.com) and click on the Canadian flag.

#### About Lilly

For more than 85 years, Lilly has been a worldwide leader in pioneering industry-leading solutions to support people living with and treating diabetes. Lilly introduced the world’s first commercial insulin in 1923, and remains at the forefront of medical and delivery device innovation to manage diabetes.

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, Indiana, Lilly provides answers – through medicines and information – for some of the world's most urgent medical needs. Eli Lilly Canada, headquartered in Toronto, Ontario, employs close to 700 people across the country. Additional information about Eli Lilly Canada can be found at [www.lilly.ca](http://www.lilly.ca).

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FOR MORE INFORMATION, PLEASE CONTACT:

Daniela Ferri  
Manager, Communications  
Eli Lilly Canada Inc.  
416-694-3221