



Lilly launches "The Court Is Hers™" to help more girls get in the game

August 9, 2025

Through partnerships with the Indiana Fever and the YMCA of Greater Indianapolis, this citywide initiative helps expand access to youth basketball for girls across Indianapolis

INDIANAPOLIS, Aug. 9, 2025 — Eli Lilly and Company, in partnerships with the Indiana Fever and the YMCA of Greater Indianapolis, today announced the launch of "The Court Is Hers," a bold, citywide initiative in Indianapolis aimed at increasing girls' participation in basketball by eliminating registration fees for girls' basketball programs at the Y.

"Sports can be a powerful force in a girl's life — not just for the joy of the game, but for the physical health, mental well-being and lifelong confidence it can help build," said Jennifer Oleksiw, global chief customer officer at Lilly. "Through partnerships with the Indiana Fever and the YMCA, we're helping to bring those benefits closer to home — increasing access here in our communities and helping every girl see that the court is hers."

This initiative is designed to remove barriers to entry for youth sports while investing in community efforts that support consistent engagement in physical activity for girls. The YMCA of Greater Indianapolis will deliver all on-the-ground programming, including basketball leagues and clinics for different age groups.

"At the Y, we believe every child deserves the chance to grow, thrive and discover their potential through the power of play," said Jocelyn Boyd, regional vice president at the YMCA of Greater Indianapolis. "Our partnership with Lilly and the Fever helps level the playing field for girls — opening doors to basketball and beyond, where confidence, connection and opportunity can flourish. Together, we're building a future grounded in empowerment and long-term community impact."

A game-changing initiative

Research shows that girls drop out of sports at twice the rate of boys, often due to barriers such as cost and access.^[i] In Indiana, where over 75% of children aren't getting the recommended amount of physical activity^[ii], the stakes are high. The challenge is even greater for children from low-income households, who are six times more likely to miss out on organized sports than their higher-income peers^[iii]. The Court Is Hers aims to shift this trajectory by promoting greater access to sports for girls — increasing opportunities to build healthy habits through participation in local basketball programs.

This program reflects Lilly's broader commitment to holistic health — expanding access to physical activity, support and connection as essential building blocks of well-being. The Indiana Fever, a longtime symbol of excellence and inspiration for women and girls in sport, brings powerful visibility and reach to the initiative, with the hope of igniting participation across the city.

"We're proud to team up with Lilly and the Y to help more girls in Indianapolis get in the game," said Amber Cox, chief operating officer and general manager of the Indiana Fever. "As a team rooted in this community, we know the power of sport to help girls grow in resilience and leadership. The Court Is Hers is about making sure girls know there's a place for them on the court and beyond."

For more information, visit <https://www.lilly.com/the-court-is-hers>.

About Lilly

Lilly is a medicine company turning science into healing to make life better for people around the world. We've been pioneering life-changing discoveries for nearly 150 years, and today our medicines help tens of millions of people across the globe. Harnessing the power of biotechnology, chemistry and genetic medicine, our scientists are urgently advancing new discoveries to solve some of the world's most significant health challenges: redefining diabetes care; treating obesity and curbing its most devastating long-term effects; advancing the fight against Alzheimer's disease; providing solutions to some of the most debilitating immune system disorders; and transforming the most difficult-to-treat cancers into manageable diseases. With each step toward a healthier world, we're motivated by one thing: making life better for millions more people. That includes delivering innovative clinical trials that reflect the diversity of our world and working to ensure our medicines are accessible and affordable. To learn more, visit [Lilly.com](https://www.lilly.com) and [Lilly.com/news](https://www.lilly.com/news), or follow us on [Facebook](#), [Instagram](#), and [LinkedIn](#). I-LLY

Cautionary Statement Regarding Forward-Looking Statements

This press release contains forward-looking statements (as that term is defined in the Private Securities Litigation Reform Act of 1995) about The Court Is Hers and reflects Lilly's current beliefs and expectations. However, there can be no assurance that The Court Is Hers will achieve Lilly's objectives or that Lilly will execute its strategy as planned. For further discussion of risks and uncertainties relevant to Lilly's business that could cause actual results to differ from Lilly's expectations, see Lilly's Form 10-K and Form 10-Q filings with the United States Securities and Exchange Commission. Except as required by law, Lilly undertakes no duty to update forward-looking statements to reflect events after the date of this release.

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sponsorship of us by, any other companies.

[i] Women's Sports Foundation. (2018). *Girls in the Game: The Factors Influencing Girls' Participation in Sports*. Retrieved from <https://www.womenssportsfoundation.org/do-you-know-the-factors-influencing-girls-participation-in-sports>

[ii] America's Health Rankings. (2023). *Physical Activity: Children in Indiana*. United Health Foundation. Retrieved from https://www.americashealthrankings.org/explore/measures/physical_activity_children_overall/IN

[iii] Project Play. (2020). *Survey: Low-income kids are 6 times more likely to quit sports due to costs*. Retrieved from <https://projectplay.org/news/low-income-kids-are-6-times-more-likely-to-quit-sports-due-to-costs>

The Lilly logo is rendered in a vibrant red, cursive script. The letters are fluid and interconnected, with a prominent 'L' at the beginning and a long, sweeping tail on the 'y' that extends downwards and to the right. The overall style is elegant and classic, characteristic of the Lilly brand.