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Lilly Oncology On Canvas: Expressions of a Cancer Journey Reaches Important Milestone With 2014 Competition

INDIANAPOLIS, Jan. 8, 2014 /PRNewswire/ -- Some see paint. Others see hope. What do you see? Ten years ago, more than 400 people across 23 countries saw those words and shared their cancer journeys with the world through art and narrative. While more than 4,100 stories have been shared, there are many still waiting to be told. In the U.S.[i] there are nearly 14 million cancer survivors today in addition to millions of others who love and care for them. Creating, viewing and talking about the disease can help patients and their loved ones cope with this serious illness.

Lilly Oncology and the National Coalition for Cancer Survivorship (NCCS) today announced the launch of the 2014 *Lilly Oncology On Canvas: Expressions of a Cancer Journey* Art Competition and Exhibition. The biennial competition invites individuals from the United States and Puerto Rico, who were diagnosed with any type of cancer — as well as their families, friends, caregivers and healthcare providers — to express, through art and narrative, the life-affirming changes that give their cancer journeys meaning. The deadline for entries is June 30, 2014.

The 2014 competition marks the 10th anniversary of *Lilly Oncology On Canvas*. In honor of this milestone, Lilly Oncology will be launching the Hope Murals Project, bringing 10 inspirational pieces of art to 10 cities, in the form of 10 murals. Information on the Hope Murals Project, additional anniversary activities, previous years' entries, details on the 2014 *Lilly Oncology On Canvas* competition, official rules and regulations and a downloadable entry form — may be found on www.LillyOncologyOnCanvas.com.

"The year 2014 marks an important milestone for *Lilly Oncology On Canvas*," said Newt Crenshaw, vice president, Lilly Oncology. "In the last decade, we have watched *Oncology On Canvas*SM become a vital platform for cancer patients, oncologists, oncology nurses and so many others to share their cancer journeys. We are excited to celebrate this anniversary and the thousands of people the competition has touched."

Oncology On Canvas was launched in 2004 by Lilly Oncology to help those affected by cancer cope with the emotional side of the disease. Winners' prizes consist of donations made to the cancer charities of their choice. Following the competition, select artwork embarks on a tour of cancer centers, hospitals and patient advocacy group events. The last decade has also provided additional platforms on which to share *Oncology On Canvas* artwork, most recently, Pinterest.

"The personal stories and insights cancer patients and those who love and care for them share through their *Lilly Oncology On Canvas* entries never fail to move me and everyone I know who experiences them, whether in person at exhibitions or virtually on the website, or even flipping through the artbook at a cancer clinic," said Nina Wendling, executive director, NCCS. "NCCS is proud to continue its decade-long partnership with Lilly and looks, with great anticipation, to this competition year's entries."

Call for Entries

The 2014 *Lilly Oncology On Canvas* Art Competition is open to residents of the United States and Puerto Rico in three categories: person diagnosed with cancer; family member, friend or caregiver; and healthcare professional. Original artwork that depicts one's cancer journey may be submitted in one of six media: watercolor, oil, pastel, photography, acrylic or mixed media. The artwork must be accompanied by a narrative. The competition, exhibition, and awards are subject to certain laws and regulations, which may prevent some individuals (e.g., healthcare practitioners and government officials) from accepting the awards, benefits and/or acknowledgements associated with this program.

Winners in 17 categories will be chosen by an independent panel of judges. Prizes consist of donations to cancer-related charities selected by the winners, ranging from \$1,000 to \$10,000. Following the competition, much of the artwork will embark on a tour of cancer centers, hospitals and patient advocacy group events throughout the United States and Puerto Rico.

For further information about *Lilly Oncology On Canvas* visit www.LillyOncologyOnCanvas.com. You may also call 1-866-991-LOOC (5662) or e-mail artdirector@mylooc.com. You can follow *Lilly Oncology On Canvas* on:

- Twitter (www.twitter.com/LlyOncOnCanvas),
- Facebook (www.facebook.com/LillyOncologyOnCanvas),
- Pinterest (www.pinterest.com/LlyOncOnCanvas)

- YouTube (www.youtube.com/LlyOncOnCanvas).

To learn more about cancer survivorship tools and resources, visit the National Coalition for Cancer Survivorship (NCCS) website at www.canceradvocacy.org.

About the National Coalition for Cancer Survivorship

Founded by and for cancer survivors, the National Coalition for Cancer Survivorship (NCCS) advocates for quality cancer care for all people touched by cancer and provides tools and resources that empower people to advocate for themselves. NCCS believes patients empowered with information can receive optimal care by making their needs known to their doctors and care teams. NCCS strongly believes in evidence-based advocacy that reflects the needs of all cancer survivors to affect policy change at the national level. By advocating for patient-centered, coordinated care through treatment planning and care planning, NCCS is ensuring that the needs of cancer survivors remain at the center of healthcare policy. Since 2004, NCCS has been the co-presenter of the *Lilly Oncology On Canvas* Art Competition and Exhibition. NCCS offers publications and resources such as the award-winning Cancer Survival Toolbox[®], a self-learning audio program created by leading cancer organizations to help people develop essential skills to meet the challenges of their illness. More information is available at www.canceradvocacy.org or 1-888-650-9127.

About Lilly Oncology

For more than five decades, Lilly Oncology, a division of Eli Lilly and Company (NYSE: LLY), has been dedicated to delivering innovative solutions that improve the care of people living with cancer. Because no two cancer patients are alike, Lilly Oncology is committed to developing novel treatment approaches. To learn more about Lilly's commitment to cancer, please visit www.LillyOncology.com.

About Eli Lilly and Company

Lilly, a leading innovation-driven corporation, is developing a growing portfolio of 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.

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[i] American Cancer Society, Cancer Facts & Figures 2013, <http://www.cancer.org/research/cancerfactsstatistics/cancerfactsfigures2013/index>. Accessed June 27, 2013.

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