



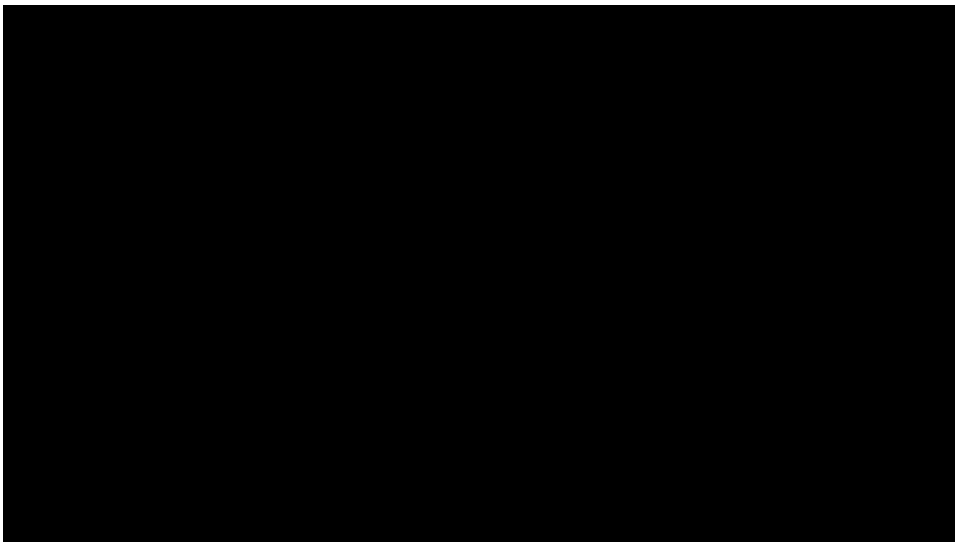
June 27, 2017

## **Lilly Diabetes Brings an Extra Splash of Summertime Fun and Inspiration to Diabetes Camps with Launch of Annual Camp Care Package Speaker Tour**

**This U.S. diabetes camp support program has provided speakers, scholarships, medicines and educational materials since 2001**

INDIANAPOLIS, June 27, 2017 /PRNewswire/ -- For the 22,000 children who attend diabetes camp each year, feelings of isolation that may accompany type 1 diabetes can be overcome by fun experiences and new friends who say, "you are not alone." Lilly Diabetes understands the importance of the diabetes camp experience for those taking the first steps toward self-management and increased self-confidence. For more than 15 years, Lilly has been at the forefront of support with its Camp Care Package program. This year, Lilly's diabetes ambassadors, all of whom have type 1 diabetes, will attend camps and share their stories starting July 4 at the Children with Diabetes<sup>®</sup> Friends for Life<sup>®</sup> conference.

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The tour features camp veteran and four-time Olympic cross-country skier Kris Freeman, Nashville recording artist Crystal Bowersox, and NASCAR<sup>®</sup> XFINITY Series driver Ryan Reed. The Lilly ambassadors will take part in small group talks and other camp activities, plus they'll have time for autographs and photos.

To kick off the 2017 tour, Kris and Crystal will attend the annual Friends for Life conference, a gathering of clinicians, researchers, physicians and families with diabetes, in Orlando, from July 4 to July 9. Crystal will perform songs from her new album "ALIVE," released on June 16, in an exclusive acoustic concert for meeting attendees. Both ambassadors will also participate in other activities and events during the meeting.

Since 2001, Lilly Diabetes has provided supplies, programs and resources to participating diabetes camps throughout the country. The Camp Care Package program is one of the largest of its kind in the U.S. and includes donations to date of \$33M in insulin and other medicines, \$716K in scholarships, nearly 200,000 specially designed educational book packs and companion caregiver kits, volunteers and motivational speakers like Kris, who has been with the program since 2004.

In January 2018, Kris will attempt to make his fifth Olympic team, which, if achieved, would make him the first U.S. male cross-country skier to compete in five Winter Games. It would also be his last at that competitive level.

"This summer as I prepare for my final Olympics, I'm excited to continue traveling the U.S. visiting diabetes camps to help inspire kids with type 1 diabetes," said Kris. "For over a decade I've had the honor to meet so many incredible kids to show

them they are not alone - and I always leave camps feeling inspired myself. The Lilly Camp Care Package program allows me to share my story with kids who experience some of the same challenges I do. It's been an honor to give back to the diabetes community in this way."

### **The 2017 Camp Care Package Tour**

Crystal Bowersox appearances:

- | July 10: Lions Camp Merrick in Nanjemoy, MD
- | July 11: Camp GranADA in Monticello, IL
- | July 12: Camp Tanager in Mt. Vernon, IA
- | July 13: ADA Camp Planet D, Linwood, KS
- | July 15: Camp Conrad Chinnock, Angelus Oaks, CA

Kris Freeman appearances:

- | July 24: Independence Diabetes Camp in Princeton, IN
- | July 25: Camp Hamwi in Danville, OH
- | July 26: Camp Seale Harris in Birmingham, AL
- | July 27: Camp Buddy in Greenville, SC
- | August 4: Camp Korelitz in Clarksville, OH
- | August 5: Greater Northwest Ohio Diabetes Camp in Findlay, OH

Ryan Reed appearance:

- | July 18: Camp Crossroads in Chicago, IL

"The Lilly Camp Care Package offers so many benefits to children who attend diabetes camp. It allows our ambassadors to connect in person with young people and families dealing with type 1 diabetes," said Jackie Giovanoni, global director, advocacy and professional relations, Lilly Diabetes. "We hope those who hear from Crystal, Kris and Ryan are inspired to reach for their dreams and lead a life of good diabetes management. We're so proud to play a role in that each year."

To find a diabetes camp in your area, visit [diabetes.org/camps](http://diabetes.org/camps). To learn more about the programs and resources Lilly provides for children with type 1 diabetes and their families, visit [LillyDiabetes.com](http://LillyDiabetes.com).

### **About Lilly Diabetes**

Lilly has been a global leader in diabetes care since 1923, when we introduced the world's first commercial insulin. Today we are building upon this heritage by working to meet the diverse needs of people with diabetes and those who care for them. Through research and collaboration, a broad and growing product portfolio and a continued determination to provide real solutions—from medicines to support programs and more—we strive to make life better for all those affected by diabetes around the world. For more information, visit [www.lillydiabetes.com](http://www.lillydiabetes.com) or follow us on Twitter: @LillyDiabetes and on Facebook: LillyDiabetesUS.

### **About Eli Lilly and Company** (NYSE: LLY)

Lilly is a global healthcare leader that unites caring with discovery to make life better for people around the world. We were founded more than a century ago by a man committed to creating high-quality medicines that meet real needs, and today we remain true to that mission in all our work. Across the globe, Lilly employees work to discover and bring life-changing medicines to those who need them, improve the understanding and management of disease, and give back to communities through philanthropy and volunteerism. To learn more about Lilly, please visit us at [www.lilly.com](http://www.lilly.com) and [www.lilly.com/newsroom/social-channels](http://www.lilly.com/newsroom/social-channels).

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**Refer to:** Julie Williams, (317) 627-4056; [williamsju@lilly.com](mailto:williamsju@lilly.com)

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