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## **NASCAR Driver Ryan Reed Finishes Fourth at the Subway Firecracker 250 at Daytona International Speedway**

### **On and off the track, Reed shows that diabetes doesn't slow him down**

INDIANAPOLIS and ALEXANDRIA, Va., July 7, 2014 /PRNewswire/ --

#### **News Highlights:**

- #DiabetesChamp & Lilly #Diabetes ambassador @driverRyanReed finishes 4th at the Subway Firecracker 250
- Lilly #Diabetes ambassador & @NASCAR driver @driverRyanReed takes 4th place at Subway Firecracker 250. Great job! #D2SD
- Lilly #Diabetes & @AmDiabetesAssn congratulate NASCAR driver @driverRyanReed for taking 4th place at Subway Firecracker 250. Way to go!

NASCAR Nationwide Series (NNS) driver and Lilly Diabetes ambassador Ryan Reed finished fourth at the Subway Firecracker 250 at Daytona International Speedway Friday. Reed, who was diagnosed with type 1 diabetes at age 17, was told he would never race again. However, once he learned about the disease and strategies for proper management, he became a full-time driver for Roush Fenway Racing and an advocate for diabetes awareness.

Since his diagnosis, Reed has joined forces with the American Diabetes Association and Lilly Diabetes on the Drive to Stop Diabetes(SM), an initiative launched in 2013 that brings awareness and diabetes education to thousands at select NASCAR races nationwide, as well as at several off-track health and wellness initiatives. Through Reed's example, children and adults with diabetes can see that diabetes doesn't need to stand in the way of pursuing their dreams.

"When I was diagnosed with type 1 diabetes, I knew that through hard work, dedication, and a great support system, I could learn how to manage the disease," said Reed. "Finishing fourth is a great accomplishment, but just step one in what I hope is going to be a long career of firsts for this team. Success in my eyes is not to show that someone with diabetes can perform well in one race, but rather have no limits at all."

Following his fourth place finish, Reed will continue to compete in the full schedule of NNS races and move forward with his career as a NASCAR driver.

"We are so proud of Ryan finishing fourth at the Subway Firecracker 250 at Daytona International Speedway and couldn't be happier for him, his family, and his fans," said Mike Mason, vice president, U.S., Lilly Diabetes. "Lilly Diabetes is honored to be working with him, as he is such an inspiration to the millions of Americans, including millions of NASCAR fans, who are at risk for, living with, or supporting a loved one with diabetes. Education and awareness are essential components of prevention and management of the disease. Through the Drive to Stop Diabetes(SM) program, we hope to get people talking about diabetes with their doctor, as well as their friends and family."

"We are thrilled for Ryan on his success and are excited to be collaborating with him and Lilly Diabetes on the Drive to Stop Diabetes(SM) campaign, both of whom are helping raise critical awareness about diabetes and allowing us to further our movement to Stop Diabetes," said Larry Hausner, CEO, American Diabetes Association.

For more information on Drive to Stop Diabetes(SM), follow Reed on Twitter at [@driverRyanReed](https://twitter.com/driverRyanReed), like him on Facebook at [Driver Ryan Reed](https://www.facebook.com/DriverRyanReed), visit the campaign's website at [www.DriveToStopDiabetes.org](http://www.DriveToStopDiabetes.org), or follow it on Twitter at [@D2SDiabetes](https://twitter.com/D2SDiabetes).

#### **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).

## **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 <http://newsroom.lilly.com/social-channels>.

## **About the American Diabetes Association**

The American Diabetes Association is leading the fight to Stop Diabetes and its deadly consequences and fighting for those affected by diabetes. The Association funds research to prevent, cure and manage diabetes; delivers services to hundreds of communities; provides objective and credible information; and gives voice to those denied their rights because of diabetes. Founded in 1940, our mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

For more information please call the American Diabetes Association at 1-800-DIABETES (800-342-2383) or visit [www.diabetes.org](http://www.diabetes.org). Information from both these sources is available in English and Spanish.

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For information, visit [www.lillydiabetes.com](http://www.lillydiabetes.com)

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