



September 12, 2006

Awards Program Seeks to Honor Five Innovators in the Depression Community

Nominate Yourself or Someone You Know for a Welcome Back Award

NEW YORK, Sept 12, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- For the first time ever, heroes in the depression community can nominate themselves for the prestigious Welcome Back Awards, a national awards program that recognizes those who have made great achievements in the depression community. Each year, five honorees receive up to \$15,000 to donate to the not-for-profit organization of their choice. As in the past eight years, participants can still nominate someone they know who has made a difference in the depression community. The Welcome Back Awards are sponsored by Eli Lilly and Company.

Individuals from every walk of life have received recognition for battling the stigma associated with depression and promoting a better understanding that the illness is treatable. In May 2006, Dr. Joan Esnayra was honored with the Primary Care award for her work developing the Psychiatric Service Dog (PSD) therapeutic model, which involves training service dogs to complete tasks like waking up their owners in the morning, encouraging exercise and even reminding their owners to take their medication. Dr. Esnayra has helped thousands of mentally ill individuals learn how to train and use their own PSD on the road to recovery.

"The Welcome Back Awards honor people who have worked hard to make a difference in their own lives as well as in the lives of those who have depression," said Sue Bergeson, president of the Depression and Bipolar Support Alliance and member of the Welcome Back Awards selection committee. "Each year we are humbled by the amazing strides the applicants have made in the depression community. This year, we look forward to seeing even more examples of success and triumph over this devastating illness."

An independent panel of mental health experts will select honorees in five categories: lifetime achievement, destigmatization, community service, primary care and psychiatry. Winners will share a total of \$55,000, to be donated to the not-for-profit organizations of their choice.

The winners will be honored during a ceremony in May 2007, which will be held in San Diego, California. Each award recipient and one guest will receive complimentary airfare and accommodations to attend the ceremony.

How to Nominate Someone

Anyone, except employees of Lilly, may be nominated for a Welcome Back Award. This year, people can also nominate themselves for an award, in addition to nominating someone they know. Nomination forms can be obtained by calling 1-800-463-6440, or by visiting www.WelcomeBackAwards.com. All submissions for consideration must be received by November 13, 2006. Completed nomination packets should be sent to: The 2007 Welcome Back Awards, P.O. Box 536, New York, NY, 10008-0536.

About the Award Categories

- * **Lifetime Achievement:** Any individual whose perseverance has helped him or her overcome clinical depression and resume a fulfilling life is eligible. This person serves as an inspiration to consumers and healthcare professionals alike, offering hope that depression is treatable and obstacles to recovery can be overcome. (Award level: \$15,000)
- * **Destigmatization:** Any individual whose noteworthy public efforts have helped promote the understanding of depression and reduce the shame and guilt associated with the illness. (Award level: \$10,000)
- * **Community Service:** Any individual whose outstanding work creating and improving community programs fosters a supportive, caring environment for those suffering from depression. (Award level: \$10,000)
- * **Primary Care:** Any healthcare professional -- psychologists, physicians, social workers or nurses -- whose unique approach to identifying particular needs in depression diagnosis and treatment serves as an

example to others. (Award level: \$10,000)

- * Psychiatry: Any psychiatrist who transcends the profession through community work, innovative clinical programs, teaching, new research, outstanding work with patients, or who makes a significant impact on the community or other medical disciplines. (Award level: \$10,000)

About the Welcome Back Awards

Lilly established the Welcome Back Awards in 1998 to fight the stigma associated with depression and to promote the understanding that depression is treatable.

About Eli Lilly and Company

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. Additional information about Lilly is available at www.lilly.com.

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