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Deadline Extended to Submit Nominations for Depression Awards Program

NEW YORK, Jan 03, 2005 /PRNewswire-FirstCall via COMTEX/ -- The deadline to submit nominations for the 2005 Welcome Back Awards, a program created in 1998 to honor heroes in the depression community and support their ongoing work, has been extended by two weeks. The selection committee will now accept nominations until January 14, 2005.

The Welcome Back Awards has honored individuals from every walk of life for fostering a greater understanding of depression and access to treatment. As part of the award, a donation is made to a not-for-profit organization chosen by the award recipient. To mark the program's seventh anniversary, the selection committee has doubled the donation amounts. Beginning in 2005, \$15,000 will be awarded for lifetime achievement and \$10,000 for each of the other four categories.

The Welcome Back Awards committee, an independent panel of mental health experts, selects winners in five categories: lifetime achievement, destigmatization, community service, primary care and psychiatry.

In May 2004, Suzanne Mintz was honored with a Lifetime Achievement award for her work as the president and co-founder of the National Family Caregivers Association (NFCA). Her personal struggle with depression drove her to establish the NFCA, which has brought recognition and help to millions of Americans whose dedication to caring for loved ones has placed them at risk for clinical depression.

"Being public about depression is the first step to getting support," says Mrs. Mintz. "And asking for support, sometimes demanding it, will keep important family structures intact."

The winners will be honored during a ceremony in May 2005, which will be held in Atlanta, GA. Each award recipient and one guest will receive complimentary airfare and accommodations to attend the ceremony.

How to Nominate Someone

Anyone, except employees of Eli Lilly and Company, may nominate someone for a Welcome Back Award. Nomination forms can be obtained by calling 1-800-463-6440, or by visiting <http://welcomebackawards.com>. All submissions for consideration must be received by December 31, 2004. Completed nomination packets should be sent to: The 2005 Welcome Back Awards, P.O. Box 845, New York, NY 10268-0845.

About the Award Categories

- **Lifetime Achievement:** Any individual whose perseverance has helped him or her overcome clinical depression. This person serves as an inspiration to patients and health care professionals alike, reminding them that depression is treatable and obstacles to recovery can be overcome. (Award level: \$15,000)
- **Destigmatization:** Any individual whose public efforts promote the understanding of depression and reduce the shame and guilt associated with the illness. (Award level: \$10,000)
- **Community Service:** Any mental health advocate 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 -- psychologist, physician, social worker or nurse -- whose consistent, caring approach to treating patients serves as an example for others. (Award level: \$10,000)
- **Psychiatry:** Any psychiatrist whose efforts, through treatment, research or outreach to other medical disciplines, have helped raise depression awareness in the medical community, or who has an exceptional approach to treating patients with depression. (Award level: \$10,000)

About the Welcome Back Awards

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

About Lilly

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, Ind., 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 . O-LLY