



Get to Know Fibro on National Fibromyalgia Awareness Day

NEW YORK, NY, May 05, 2009 (MARKET WIRE via COMTEX News Network) -- On May 12, millions of people affected by the chronic pain disorder fibromyalgia will join together with friends and family to commemorate National Fibromyalgia Awareness Day.

For years, fibromyalgia was looked at with skepticism; some even questioned if the disorder was real. The availability of new research and the FDA approval of medications to help manage fibromyalgia have provided increased validity and attention to this debilitating disorder.

To help educate people about the disorder and encourage those living with fibromyalgia to partner with their healthcare provider to manage their symptoms, best-selling author and renowned life coach Martha Beck is speaking out about her 30-year battle with fibromyalgia as the national spokesperson for Know Fibro.

Martha spent years of her life in an endless cycle of pain, fatigue, fear, sadness and anxiety, and made countless visits to healthcare providers for blood tests, MRIs and CT scans to find out what was wrong with her. Now she hopes others will be inspired by her story and use the helpful lifestyle tools available at KnowFibro.com.

"Fibromyalgia stole many years of my life. I am hopeful that my work on the Know Fibro initiative and public recognition of National Fibromyalgia Awareness Day will help break down the barriers I faced and encourage others to address their disorder and manage their symptoms," said Beck.

Know Fibro, sponsored by the National Fibromyalgia Association and Eli Lilly and Company (NYSE: LLY), offers a wide range of useful information including a video introduction from Martha, resources and advice from leading experts, a Web site with easy-to-use tips found in a downloadable book, and FibroGuide, a symptom management program that can be personalized to meet each person's needs.

Download the Understanding Fibromyalgia fact sheet at http://76.12.66.24/release/fibro_facts.pdf.

To learn more about Fibromyalgia Awareness Day visit the National Fibromyalgia Association Web site at www.fmaware.org

Download a copy of the "Get to Know Fibro" book featuring Martha Beck: <http://www.knowfibro.com/pdf/GKFBook.pdf>

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