



Lilly Global Day of Service Receives National and Local Recognition

Mural painted by Lilly employees achieves Guinness World Record

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A mural on a 1,230-foot-long wall along Madison Ave., located just south of downtown Indianapolis, has achieved recognition as a new Guinness World Record. The mural was among 60 beautification projects completed in partnership with Keep Indianapolis Beautiful, Inc. (KIB) and more than 50 local community organizations during Eli Lilly and Company's inaugural Global Day of Service held last May.

Lilly and KIB submitted the mural for consideration by Guinness, and recently were notified that the mural has been confirmed as the largest paint-by-number mural in the world. The record was held previously in China. A former Manual High School/Art Institute of Indianapolis student Patrick Viles designed the mural to showcase fun, hard work, and healthy living in Indiana. Well-known Indianapolis landmarks are featured, including the Indianapolis Zoo, The Children's Museum of Indianapolis and the city's south side.

In addition to the Guinness recognition, Lilly was awarded first place in the Business/Professional Organization -- Beautification Category at the Keep America Beautiful annual awards luncheon on Dec. 5, in Washington D.C. for its partnership with KIB. Locally, Lilly also was awarded Business of the Year from the Indiana Urban Forestry Council this past October.

"We're very proud of our employees' commitment to volunteerism and the passion they have for donating their time and talents," said Robert Smith, Lilly's director of corporate responsibility and community relations. "Lilly is committed to collaborative efforts-like the Global Day of Service-that go beyond medicine to strengthen the fabric of our communities and help the patients we serve."

Lilly's Global Day of Service serves as the signature event for the company's "Hands and Hearts" program, which was launched in 2007 to enhance and encourage employee involvement with nonprofit organizations. Nearly 20,000 Lilly employees in nearly 50 nations rolled up their sleeves to help address local community needs in celebration of Lilly's first-ever Global Day of Service, which was possibly the largest corporate volunteer initiative to ever take place on one day. More than 9,000 employees participated in Central Indiana.

"We've seen first-hand the impact that Lilly's Global Day of Service has had on our Indianapolis community," said David Forsell, president of KIB. "In addition to donating the equivalent of more than 38,000 hours of service on one single day, Lilly's employees have also inspired others in the community to become involved. That's a benefit to our community that is truly immeasurable."

Planning is already underway for the 2009 Lilly Global Day of Service, which is scheduled for May 20.

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.

In 2007, Lilly's philanthropic contributions totaled about \$315 million, including about \$240 million in products for patient assistance programs and international humanitarian causes. Lilly's total 2007 giving represents about 6 percent of its adjusted income before taxes and has positioned Lilly once again as one of the most charitable companies in the world. Additional information about Lilly is available at www.lilly.com.

About Keep Indianapolis Beautiful

Keep Indianapolis Beautiful, Inc. is the proud organizing partner of the Lilly Global Day of Service in Indianapolis. KIB's mission is to unite people to beautify the city, improve the environment, and foster pride in the community. KIB has a proven track record of 30 years of partnership with neighborhoods, the public sector, local philanthropists and corporate Indianapolis. Each

year, KIB supports an average of 500 community improvement projects with 30,000 volunteers. Since 1995, KIB has helped its neighbors plant more than 25,000 trees, and has been supported by more than one thousand individual donors towards those efforts. The Lilly Day of Service is a perfect example of how KIB is the "go to" organization for community and environmental improvement. For more information or to volunteer call 317.265.7555 or visit www.kibi.org . CR-LLY

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