



December 19, 2013

Lilly Diabetes/Disney Custom Books for Type 1 Diabetes Families Now Available Online

New resources housed on T1EverydayMagic.com combine the expertise of Lilly Diabetes with the magic of Disney

INDIANAPOLIS, Dec. 19, 2013 /PRNewswire/ -- Lilly Diabetes and Disney today announced that their custom books for children and families with type 1 diabetes are now available online. The digital books explore real-life challenges and stories of children with type 1 diabetes participating in sporting activities, birthday parties and other social events. These digital books can be accessed on www.T1EverydayMagic.com, a website operated by the Lilly Diabetes/Disney collaboration and designed specifically for type 1 families.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/64071-lilly-diabetes-disney-custom-books-for-type-1-diabetes-families-online>

"Lilly Diabetes is always looking for ways to help families affected by type 1 diabetes," said Kevin Donahoe, brand director, US, Lilly Diabetes. "We are pleased to bring these unique books to as many members of the diabetes community as possible, in a format that is user-friendly and free of charge."

Previously only available through pediatric endocrinology offices, these digital books can now be enjoyed online, with optimized viewing on a desktop or tablet. A snapshot of the books available includes:

- *Coco and Goofy's Goofy Day*—This book features Coco, a fun-loving young monkey with type 1 diabetes and her exploits with Mickey Mouse and his friends. An exclusive read-along audio version of the book is also available online
- *ESPN: Up for the Challenge*—Explores managing diabetes and everyday activities, including sports, from the perspective of a tween girl
- *ESPN: Power Forward*—Follows the progression of a tween boy through diagnosis of type 1 diabetes and the reestablishment of a normal routine, including after-school activities
- The site also features recipes taken from the Disney cookbook, *Dishing It Up Disney Style*, complete with diabetes-friendly recipes, including carb counts

More information about Lilly Diabetes' programs and initiatives for families and children with type 1 diabetes, as well as information on the Lilly Diabetes and Disney collaboration, can also be found on www.T1EverydayMagic.com. Families are encouraged to check the site regularly, as additional digital books will be made available online in the coming months.

Check out the books on www.T1EverydayMagic.com.

About Disney Publishing Worldwide

Disney Publishing Worldwide (DPW) is the world's largest publisher of children's books and magazines with over 700 million products sold each year. DPW consists of an extensive worldwide licensing structure as well as vertically integrated publishing imprints, including Disney Book Group in the U.S., Disney Libri in Italy, and Disney Libros in Spain. DPW publishes a range of children's magazines globally, including *Topolino*, *Le Journal de Mickey*, and *Donald Duck*, as well as Disney kids magazines in the U.S., which include *Disney Princess* and *Phineas and Ferb*. Disney English is DPW's English language learning business, which includes Disney English learning centers in China and a worldwide retail licensing program. DPW's digital products include bestselling eBook titles as well as original apps. Headquartered in Glendale, California, DPW publishes books, magazines, and digital products in 85 countries in 75 languages. For more information visit www.DisneyPublishingWorldwide.com.

About Disney Interactive

Disney Interactive, one of the world's largest creators of high-quality interactive entertainment across all platforms, is the part of The Walt Disney Company responsible for the global creation and delivery of interactive entertainment, multi-platform video games, and family-focused content across all current and emerging digital media platforms. Disney Interactive produces and distributes a broad portfolio of content from Disney Interactive Games and Disney Interactive Media. Products and content released and operated by Disney Interactive include blockbuster mobile, social and console games, online virtual worlds, #1

kid's entertainment destination Disney.com and the #1 Family/Parenting portfolio on the Web.

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 work to meet the diverse needs of people with diabetes through research and collaboration, a broad and growing product portfolio and a continued commitment to providing real solutions—from medicines to support programs and more—to make lives better. For more information, visit www.lillydiabetes.com.

About Eli Lilly and Company (NYSE: LLY)

Eli Lilly and Company, a leading innovation-driven company, is developing a growing portfolio of 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. Information about Lilly is available at www.lilly.com.

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