



May 9, 2001

Lilly Centre for Women's Health Focuses on Osteoporosis Awareness in May

Every 20 seconds, osteoporosis causes a fracture. That totals approximately 4,110 fractures per day or 1.5 million every year. In fact, one in two women and one in eight men over age 50 will have an osteoporosis-related fracture in their lifetime.

As the population ages, osteoporosis around the world will produce an epidemic of life-diminishing, life-threatening fractures, particularly among women.

To help stem this devastating, tidal-wave effect, the Lilly Centre for Women's Health is working with the National Osteoporosis Foundation on its month-long, awareness-building campaign in May.

The NOF, through support from Lilly, is sponsoring a live web event about the disease on Thursday, May 10, 7-8 p.m. (EST), on WebMD. Participants can talk one-to-one with Felicia Cosman, M.D., NOF clinical director, about osteoporosis.

During May, NOF is also sponsoring a WebMD minisite that offers information about osteoporosis and prevention tips.

The Lilly Centre for Women's Health, established in 1996, is committed to REAL initiatives--Research, Education, Advocacy, and Leadership--to better educate and mainstream the causes, treatments, and prevention of diseases and illnesses that differentially or disproportionately affect women.

For more information on osteoporosis and other women's health issues, visit The Lilly Centre for Women's Health website <http://www.lillywomenshealth.com> and the National Osteoporosis Foundation <http://www.nof.org>

For complete information about treatment choices, consult your doctor.