May 29, 2014

Thousands to Create Mural Launching National Community Art Movement Honoring Those Touched by Cancer

Lilly Oncology On Canvas Celebrates 10 Years of Cancer Journeys Shared with 10-City Hope Murals Project

CHICAGO, May 29, 2014 /PRNewswire/ -- The American Society of Clinical Oncology's (ASCO) Annual Meeting, one of the largest gatherings in cancer prevention, diagnosis and treatment, brings together more than 25,000 oncology professionals from May 30 through June 3 to share the latest research in the fight against cancer. In recognition of National Cancer Survivor's Day on June 1, this year's meeting will provide a platform not only for scientific exploration, but also for artistic expression: ASCO meeting attendees are invited to join together to bring a caregiver's artistic interpretation of her sister's journey with lung cancer to life in the form of a public *Hope Mural*.

The Hope Murals Project marks the 10th anniversary of the *Lilly Oncology On Canvas* Art Competition, which invites all residents of the United States and Puerto Rico who have been touched by cancer to express — through art and narrative — the life-affirming changes that give meaning to their cancer journeys. *The Hope Murals Project* brings 10 murals based on the inspirational art from past competitions to 10 cities across the United States and Puerto Rico.

Marking the official launch of *The Hope Murals Project*, oncology professionals will come together at ASCO to create the mural using a "paint-by-number" process, making the mural a permanent tribute to and show of support for those touched by cancer.

"Through *The Hope Murals Project*, we are striving to build a nationwide community connecting everyone touched by cancer," said Newt Crenshaw, vice president, Lilly Oncology, and a cancer survivor. "That's why we developed *Lilly Oncology On Canvas* 10 years ago as a way for people to share their stories through artistic expression. *The Hope Murals Project* brings their art to life, honoring their journeys and creating a lasting tribute to those who have been touched by cancer."

The subject of the mural being painted at ASCO is "Creating a New Universe," a 2010 *Oncology On Canvas*^{SM} competition entry by Chicago resident Gloria Cichy. In the artwork's accompanying narrative, Cichy describes her sister's transformation from darkness to light during her journey with lung cancer: "My sister floated in a dark atmosphere of fear. She lost her hearing, her job, her memory, her control, herself. Then, slowly, her health improved. She moved from uncertainty into a brighter world. She resides today in a universe of family, hope and gratefulness, full of unique treatment avenues and fresh hope for cancer patients."

Each of the 10 works to be transformed into *Hope Murals* is chosen through public vote on the *Lilly Oncology On Canvas* Facebook page (www.facebook.com/LillyOncologyOnCanvas). Recently, the first mural was completed in Anaheim, Calif., by attendees of the Oncology Nursing Society's 39th Annual Congress, and was permanently installed at the Anaheim Central Library.

Join *The Hope Murals Project* in Your Community - #hopeforward
You can connect with others in your community and beyond to honor the journeys of those touched by cancer through *The Hope Murals Project* in two ways: (1) Follow *The Hope Murals Project* during its 10-city journey on Twitter (www.twitter.com/LlyOncOnCanvas) and Facebook (www.facebook.com/LillyOncologyOnCanvas). You can use the #hopeforward hashtag on both sites. (2) Vote today on the *Lilly Oncology On Canvas* Facebook page (www.facebook.com/LillyOncologyOnCanvas) for the artworks you want to see transformed into *Hope Murals* across the United States and Puerto Rico.

Additionally, check out *The Hope Murals Project* on Pinterest (www.pinterest.com/LlyOncOnCanvas) and YouTube (www.youtube.com/LlyOncOnCanvas). For more information on *The Hope Murals Project*, visit www.lillyoncologyoncanvas.com.

August 15 Deadline for 2014 *Oncology On Canvas* Competition
The 2014 *Oncology On Canvas* art competition marks the program's 10th anniversary. The competition presenters, Lilly Oncology and the National Coalition for Cancer Survivorship (NCCS), invite all residents of the United States and Puerto Rico who have been touched by cancer to express — through art and narrative — the life-affirming changes that give meaning to their cancer journeys. Those with cancer, as well as their family members, friends, caregivers, and healthcare professionals,

are invited to participate. Information on the competition, including official rules and a downloadable entry form, is available at lillyoncologyoncanvas.com. You may also call 1-866-991-LOOC (5662) or e-mail artdirector@mylooc.com. **Entries for the 2014 competition are due August 15, 2014.**

About Lilly Oncology
For more than fifty years, Lilly has been dedicated to delivering life-changing medicines and support to people living with cancer and those who care for them. Lilly is determined to build on this heritage and continue making life better for all those affected by cancer around the world. To learn more about Lilly's commitment to people with cancer, please visit www.LillyOncology.com.

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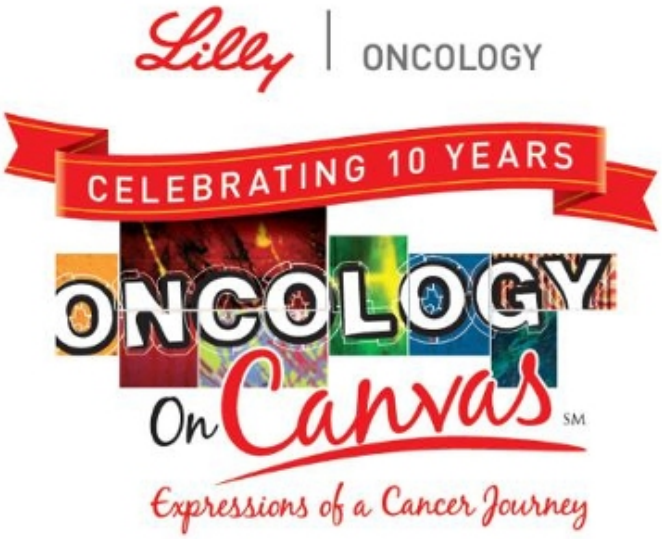

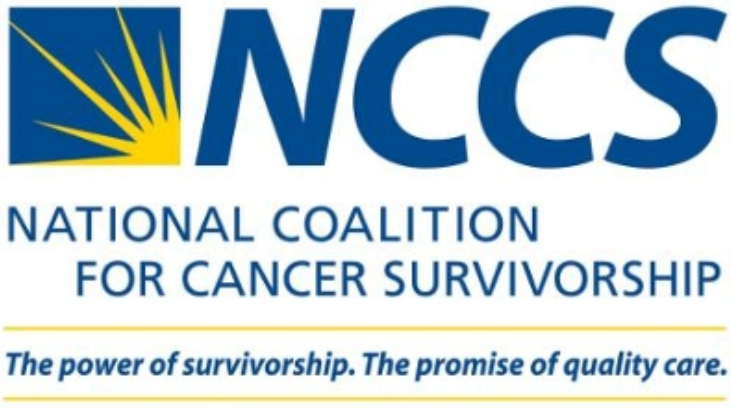

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