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Lilly Diabetes Sponsors the American Diabetes Association and NASCAR Driver Ryan Reed to Increase Diabetes Awareness and Education

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News Highlights:

- Lilly Diabetes teams up with @driverRyanReed and @AmDiabetesAssn for the #DrivetoStopDiabetes
- @NASCAR and @RoushFenway driver w/ #type1 @driverRyanReed to race 2013 thru 2014 seasons with help of @LillyHealth and @AmDiabetesAssn
- Lilly Diabetes backs #DrivetoStopDiabetes and @driverRyanReed to support those affected by #diabetes

Lilly Diabetes today announced it is supporting NASCAR driver Ryan Reed and the American Diabetes Association (the Association) on Drive to Stop DiabetesSM, a national diabetes awareness initiative. As part of the campaign, Lilly Diabetes will help sponsor Reed's car, the No. 16 American Diabetes Association Drive to Stop DiabetesSM Ford Mustang, for the remainder of the 2013 and all of the 2014 racing seasons. Reed has competed in several Nationwide Series races for Roush Fenway Racing in 2013 and will continue throughout the 2014 season.

In February 2011, Reed received the life-changing news that he had type 1 diabetes and was told he would never race again. He refused to give up his dream of racing and has since become an inspiration for millions of people living with diabetes by continuing to pursue his goals while managing his diabetes.

To help spread his message, Reed — through his non-profit Ryan's Mission — collaborated with the Association on the Drive to Stop DiabetesSM initiative. Launched earlier this year, it brings awareness and diabetes education to thousands of spectators at select NASCAR races nationwide, as well as at several off-track health and wellness initiatives.

"Ryan refused to accept that his diagnosis was the end to his dreams. Instead, he saw it as his personal challenge to go beyond and build awareness, become a role model and give hope to all those affected by the disease," said Mike Mason, vice president, U.S., Lilly Diabetes. "A major emphasis of our work is driven by the belief that people with diabetes should first be seen as individuals. It's why Lilly Diabetes is proud to support the American Diabetes Association and Drive to Stop DiabetesSM. As an American institution, with roots that go back generations, we are excited to embark on this initiative with the hopes of continuing to inform and inspire people affected by the disease."

Lilly, a leader in diabetes care for nearly 90 years, has been providing solutions and support for people affected by diabetes since 1923 when the company introduced the world's first commercialized insulin. Many of the company's programs and solutions are designed around feedback from people who live with the disease every day.

"Together, the Association and Ryan Reed have accomplished a tremendous amount in just the first few months of Drive to Stop DiabetesSM, and bringing Lilly Diabetes on board will add another dimension," said Larry Hausner, chief executive officer, American Diabetes Association. "Lilly has a deep understanding of what it takes to help people overcome the daily challenges of managing the disease, and we're excited about the future of Drive to Stop DiabetesSM and the impact we will make together on this initiative."

"By 2050, as many as one in three American adults will have diabetes¹, unless steps are taken to stop it," said Ryan Reed. "I'm so honored that Lilly Diabetes shares my vision and has pledged their support to the Drive to Stop DiabetesSM campaign. I know that with their help, and with the continued support of the Association, we can win this race — the most important one of my life — the race to Stop Diabetes."

For more information on Drive to Stop DiabetesSM, follow Ryan on Twitter at [@driverRyanReed](https://twitter.com/driverRyanReed), like him on Facebook at [Driver Ryan Reed](https://www.facebook.com/DriverRyanReed) or visit the campaign's website at www.DriveToStopDiabetes.org.

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)

Lilly, a leading innovation-driven corporation, 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.

About the American Diabetes Association

The American Diabetes Association is leading the fight to Stop Diabetes® and its deadly consequences and fighting for those affected by diabetes. The Association funds research to prevent, cure and manage diabetes; delivers services to hundreds of communities; provides objective and credible information; and gives voice to those denied their rights because of diabetes. Founded in 1940, our mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. For more information, please call the American Diabetes Association at 1-800-DIABETES (1-800-342-2383) or visit www.diabetes.org. Information from both these sources is available in English and Spanish.

About Ryan's Mission

After being diagnosed with type 1 diabetes in February 2011, during the height of his racing career, Ryan's approach in his life, career, and goals in racing changed. After being told he would never race again and with a strong effort to continue on, Ryan found Anne Peters, MD, of USC Clinical Diabetes Program in California, who confirmed that with hard work, Ryan could still reach his dreams of becoming a top NASCAR driver.

Ryan has found himself in a unique situation and is driven to become a role model in the diabetes community. Ryan Reed formed his non-profit organization, Ryan's Mission, to help build awareness, become a role model, and positively touch the lives of so many that have already been affected by the disease.

Ryan and his Mission have joined forces with the American Diabetes Association, and now Lilly Diabetes. This unique collaboration with the American Diabetes Association's Drive to Stop DiabetesSM will use Ryan's story as the voice. The Drive to Stop DiabetesSM campaign will include awareness and educational efforts at select NASCAR Nationwide races this year, as well as at several off track health and wellness initiatives throughout 2013. The Drive to Stop DiabetesSM mobile movement will focus attention to educating the community about diabetes.

¹ Centers for Disease Control and Prevention website. "[Chronic Disease Prevention and Health Promotion](http://www.cdc.gov/chronicdisease/resources/publications/AAG/ddt.htm). Diabetes," <http://www.cdc.gov/chronicdisease/resources/publications/AAG/ddt.htm>. Accessed October 9, 2013.

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