



February 21, 2015

## **NASCAR Driver Ryan Reed Takes First Place At Daytona International Speedway**

### **On and off the track, Reed shows that diabetes doesn't stop him from living his dreams**

INDIANAPOLIS and ALEXANDRIA, Va., Feb. 21, 2015 /PRNewswire/ --

#### **News Highlights:**

- Lilly Diabetes ambassador @driverRyanReed wins in Daytona! Congratulations! #Daytona500
- Victory for Lilly Diabetes ambassador and NASCAR driver @driverRyanReed at @DISUpdates! Reed is an inspiration to all! #stopdiabetes

On Saturday, February 21, NASCAR Xfinity Series driver and Lilly Diabetes ambassador Ryan Reed won the Alert Today Florida 300 at Daytona International Speedway. This is his first win as a NASCAR driver and shows that with hard work and proper management, anything is possible - even for people living with diabetes. Reed, who was diagnosed with type 1 diabetes at age 17, was told that he would never race again. He refused to give up on his dream of racing and in 2013, became a driver for Roush Fenway Racing.

Since his diagnosis, Reed has also joined forces with Lilly Diabetes and the American Diabetes Association on Drive to Stop Diabetes<sup>SM</sup>, an initiative that brings awareness and diabetes education to thousands at NASCAR races nationwide. Through Reed's example, children and adults with diabetes can see that the disease doesn't need to stand in the way of pursuing their dreams.

"When I was diagnosed with type 1 diabetes, I knew that through hard work and a great support system, I could learn how to manage the disease and continue to compete as a racecar driver," said Reed. "I'm so excited to get this first win at Daytona, but am even more excited for what this means to the diabetes community. I'm living my dream and others with diabetes can do the same."

Reed will continue to compete in the NASCAR Xfinity Series races this season with Roush Fenway Racing in the No. 16 Lilly Diabetes/American Diabetes Association Ford Mustang.

"We are so proud of Ryan's winning performance at Daytona and continue to be impressed by his will to help raise awareness of diabetes," said Mike Mason, vice president, U.S., Lilly Diabetes. "Lilly Diabetes is honored to work with him - he's such an inspiration to the millions of Americans, including NASCAR fans, who are at risk for, living with, or supporting a loved one with diabetes. We hope this win will further awareness of prevention and management of diabetes."

"Working with Ryan and Lilly Diabetes on the Drive to Stop Diabetes<sup>SM</sup> campaign has been an exciting experience. To see the effect he has on people with diabetes and their loved ones is truly inspirational. With the win at Daytona, he continues to show that anything is possible," said Kevin L. Hagan, CEO, American Diabetes Association. "This win continues to help us raise critical awareness about diabetes and allows us to further our movement to Stop Diabetes."

For more information on Drive to Stop Diabetes<sup>SM</sup>, follow Ryan on Twitter at [@driverRyanReed](https://twitter.com/driverRyanReed), like him on Facebook at [Driver Ryan Reed](https://www.facebook.com/DriverRyanReed), visit the campaign's website at [www.DriveToStopDiabetes.org](http://www.DriveToStopDiabetes.org), or follow it on Twitter at [@D2SDiabetes](https://twitter.com/D2SDiabetes).

#### **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 are building upon this heritage by working to meet the diverse needs of people with diabetes and those who care for them. Through research and collaboration, a broad and growing product portfolio and a continued determination to provide real solutions—from medicines to support programs and more—we strive to make life better for all those affected by diabetes around the world. For more information, visit [www.lillydiabetes.com](http://www.lillydiabetes.com) or follow us on Twitter: @LillyDiabetes.

#### **About Eli Lilly and Company (NYSE: LLY)**

Lilly is a global healthcare leader that unites caring with discovery to make life better for people around the world. We were founded more than a century ago by a man committed to creating high-quality medicines that meet real needs, and today we

remain true to that mission in all our work. Across the globe, Lilly employees work to discover and bring life-changing medicines to those who need them, improve the understanding and management of disease, and give back to communities through philanthropy and volunteerism. To learn more about Lilly, please visit us at [www.lilly.com](http://www.lilly.com) and <http://newsroom.lilly.com/social-channels>.

### **About the American Diabetes Association**

The American Diabetes Association is leading the fight to Stop Diabetes<sup>SM</sup> 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](http://www.diabetes.org). Information from both these sources is available in English and Spanish.

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