



For Release: FINAL

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Lilly Diabetes, Disney Online and Disney Publishing Worldwide Work Together to Bring Dedicated Lifestyle Website and Custom Publications to Families Affected by Type 1 Diabetes

Collaboration kicks off with “Once Upon a Time” Contest, inviting families to share the magic in everyday moments

Indianapolis, IN and Burbank, CA—July 14, 2011—Lilly Diabetes today announced the launch of an innovative collaboration with Disney Online and Disney Publishing Worldwide that combines Lilly’s deep understanding of diabetes with some Disney magic to provide inspiration, education and practical advice to families with children who have type 1 diabetes. The companies have created a variety of resources for families, including a special online hub found on Disney Family.com (www.family.com/type1) and a series of custom books by Disney Publishing Worldwide for children of various ages and stages of life with diabetes.

Each year, more than 13,000 young people in the United States are diagnosed with type 1 diabetes.¹ For both the child and family, the challenges of living with diabetes can be daunting. Through the collaboration, the companies hope to provide an empowering message for families with children who have type 1 diabetes—changing the focus from what they can’t do to what they can do.

Online Resources for Families on Disney Family.com

To help families add some magic to their everyday lives, a special online destination dedicated entirely to type 1 diabetes will live on Disney Family.com at www.family.com/type1. The site will contain articles, videos and advice from caregivers raising children with type 1 diabetes and will highlight ways for families to establish a new routine and let kids be kids. The site will feature important topics such as how to plan for vacations, sleepovers and extracurricular activities as well as tips on how to talk to friends, teachers and coaches about type 1 diabetes. Content will be refreshed monthly and contributors will include dietitians, psychologists, nurses and everyday families, making the hub a rich destination for parents and caregivers.

“Through this collaboration, we hope to provide suggestions to families on how to help them experience the fun and magic of everyday life,” said Brooke Chaffin, SVP, Disney Interactive Media Group.

Custom Publications from Disney Publishing Worldwide

Lilly Diabetes and Disney Publishing Worldwide will launch a collection of custom books for children of various ages and stages of life with diabetes. The books, which will be released over several years and made available through select doctors’ offices, focus on the many adventures of childhood with type 1 diabetes, such as returning to school after diagnosis, going to birthday parties and playing sports.

One such book is part of the *Mickey Mouse Clubhouse* series, and features Coco—a charismatic and fun-loving monkey who has type 1 diabetes. Coco, along with Disney characters, helps readers understand that with planning, these families and children can still experience the fun and magic life has to offer.

“Lilly Diabetes is proud to join forces with such an iconic and loved brand as Disney to bring families affected by type 1 diabetes much-needed resources,” says Dana Hardin, MD, a pediatric endocrinologist

¹ <http://www.cdc.gov/diabetes/projects/cda2.htm>

and clinical research physician at Lilly. “Type 1 diabetes affects the entire family unit, not just the child. We’re excited to offer practical tools that address what families need after a diagnosis, which focus on living a healthy and active life.”

Once Upon a Time Contest

To commemorate the collaboration and spark a national dialogue about diabetes, Denise Jonas,² mother of the multi-platinum album selling and Grammy nominated Jonas Brothers, announced today the launch of the *Once Upon a Time* Contest. Having personal experience with raising a diabetic child after her son Nick was diagnosed at the age of 13, Denise is looking forward to sharing her unique story of how the Jonas family adjusted their everyday lives upon being impacted by diabetes.

“When Nick was diagnosed with type 1 diabetes, our family’s world was turned upside down,” says Denise. “Suddenly, caring for Nick was more than just making sure he was loved, happy and safe; making sure he was healthy, while still living a full and active life, became our top priority. Although the adjustment was challenging, it ultimately brought our family closer together.”

Now, Denise is encouraging parents and caregivers like her to enter the *Once Upon a Time* Contest by submitting an original written work, such as a poem, story or essay, inspired by their child’s experience with type 1 diabetes. The best entry, as determined by a panel of independent judges, will be featured on Disney Family.com’s type 1 diabetes website, www.family.com/type1, and the winning family will have the opportunity to attend the 2012 children with DIABETES conference, *Friends for Life*, in Orlando.

For more information on the *Once Upon a Time* Contest, please visit www.onceuponatimecontest.com. The contest begins today, July 14, and will remain open for entries through November 30, 2011. The winning family will be notified by January 30, 2012.

About Disney Online

Disney Online (www.Disney.com or text MOBILE to DISNEY or 347639*) a unit of Disney Interactive Media Group, produces the No. 1 ranked community-family and parenting destination on the World Wide Web.* Launched in 1996, Disney.com is the online and now mobile web gateway to all of the company's Disney-branded entertainment initiatives, providing comprehensive access to, and information about Disney movies, travel, television, games, music, shopping and live events.

The Disney Online Mom and Family Portfolio is a leading group of sites that provide inspiration and [ideas for parents](#) on a variety of topics important to today’s families, including [easy recipes](#), [crafts](#), [traveling with children](#), [pregnancy](#), and [parenting](#). Sites in the Portfolio include [Disney Family.com](http://DisneyFamily.com), Kaboose.com, FamilyFun.com, and BabyZone.com.

*Msg. & data rates may apply.

*comScore MediaMetrix

About Disney Publishing Worldwide

Disney Publishing Worldwide (DPW) is the world’s largest publisher of children’s books and magazines, with over 250 million children’s books and over 400 million children’s magazines sold each year. Disney Publishing Worldwide 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 family titles in the U.S. which include Disney FamilyFun and Phineas and Ferb. Disney English is DPW’s English language learning business which includes Disney English schools in China and a worldwide retail licensing program. DPW’s digital products include bestselling eBook titles as well as original apps. Headquartered in White Plains, NY, Disney Publishing Worldwide publishes books, magazines, and digital products in 85 countries in 75 languages. For more information visit www.disneypublishing.com.

² Denise Jonas is a paid spokesperson for the Lilly Diabetes/Disney collaboration.

About Lilly Diabetes

For more than 85 years, Lilly has been a worldwide leader in pioneering industry-leading solutions to support people living with and treating diabetes. Lilly introduced the world's first commercial insulin in 1923, and remains at the forefront of medical and delivery device innovation to manage diabetes. Lilly is also committed to providing solutions beyond therapy—practical tools, education, and support programs to help overcome barriers to success along the diabetes journey. At Lilly, the journeys of each person living with or treating diabetes inspire ours. 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 first-in-class and best-in-class 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. Additional information about Lilly is available at www.lilly.com.

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