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Lilly Diabetes Launches New Disney Book for Families Affected by Type 1 Diabetes

Free Resource Available at Select Doctors' Offices

INDIANAPOLIS - July 8, 2015 - Lilly Diabetes has expanded its collection of resources for families of children with type 1 diabetes with the publication of *Go, Team Coco!* The story is the fourth Disney book in a series featuring Coco, a charismatic and fun-loving monkey who has type 1 diabetes. The book will be available immediately from most pediatric endocrinologists' offices in the U.S.

"Lilly Diabetes is proud to bring new resources featuring Disney content that has a positive impact on families living with type 1 diabetes," said Mike Mason, vice president U.S., Lilly Diabetes. "Since launching the first book four years ago, these stories have inspired and motivated children and families affected by the disease."

Go, Team Coco! is three stories in one book. Readers will learn about how Coco and her family cope with her diagnosis at the hospital, the new routines they establish at home, and her first follow-up visit to the doctor. Coco, along with other Disney characters, helps readers understand that with proper planning and management, children with diabetes and their families can still have fun and do things that children without the condition can do.

Each year, more than 18,000 children in the United States are diagnosed with type 1 diabetes.¹ For them and their families, the challenges of living with diabetes can be daunting. Through this collection of Disney stories, Lilly Diabetes sends empowering messages of inspiration, education, and practical advice to families with children who have type 1 diabetes-changing the focus from what they can't do to what they can do.

Go, Team Coco! is the latest in a series of books for young children in the Lilly Diabetes/Disney collection that also includes *Coco and Goofy's Goofy Day*, *Coco Goes Back to School*, and *Coco's First Sleepover*. A series of chapter books for older children is also available. All the books are available free of charge through pediatric endocrinologists' offices, and most are also accessible digitally at www.T1EverydayMagic.com, the Lilly Diabetes/Disney online destination dedicated to type 1 diabetes. Select titles have been translated into over 30 languages and are offered in more than 50 countries.

About Type 1 Diabetes

Type 1 diabetes occurs when the body does not produce insulin, a hormone that is needed to convert sugar into energy needed for daily life. As a result, a person requires daily administration of insulin to control their blood sugar.

While type 1 diabetes can affect people of any age, it usually occurs in children or young adults. By learning to manage their condition, people with type 1 diabetes can live long, healthy lives.

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 and follow @lillydiabetes on Twitter.

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 and newsroom.lilly.com/social-channels.

Refer to:

Julie Williams; williamsju@lilly.com; +1 (317) 627-4056

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1 "Fast Facts - Data and Statistics About Diabetes." Adapted from: American Diabetes Association, 2015. Available at: <http://professional.diabetes.org/ResourcesForProfessionals.aspx?cid=91777&loc=dorg-statistics>. Accessed May 15, 2015.

Book cover image

