

# Health NEWS & NOTES

## Diabetes Award Honors Long-Term Management With Insulin

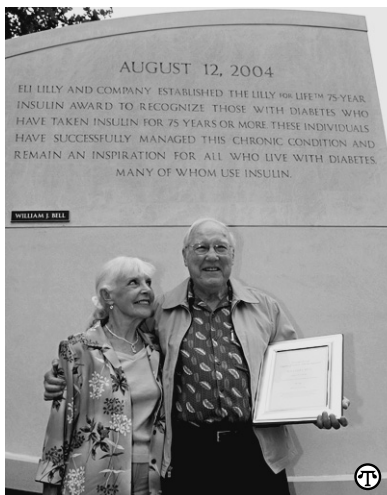
(NAPSA)—Living and thriving with diabetes is an ongoing and daily challenge. Diabetes affects more than 18 million people in this country and is the sixth leading cause of death.

In 1923, Eli Lilly and Company made history as one of the first companies to make insulin available to treat diabetes. Today, Lilly celebrates individuals who have successfully managed their diabetes with the aid of insulin for 50 years or more with the LillyforLife™ 50- and 75-Year Insulin Award.

“For all people with type 1 diabetes, as well as some with type 2 diabetes, daily insulin doses are required—like a full-time job with no breaks,” said John Holcombe, M.D., Medical Advisor for Eli Lilly and Company. “Before 1923, when insulin first became available to treat diabetes, people with type 1 diabetes died within a year or two. The LillyforLife™ 50- and 75-Year Insulin Award recognizes the hard work, dedication and persistence these people have demonstrated for half a century or more. They are an inspiration to everyone.”

Since the award's inception in 1974, the LillyforLife™ program has recognized approximately 1,500 people with the 50-Year Insulin Award. In 2004, Lilly recognized its first 75-Year recipient, 83-year-old William Bell, of Atlanta. Bell, who was diagnosed with diabetes as a child, was one of the first recipients of insulin following its availability in 1923.

“Dealing with diabetes' challenges is much more difficult than many people realize,” Bell said. “This award program shows oth-



**Bill Bell of Atlanta, right, with wife Betty, received the first-ever 75-Year Insulin Award in 2004.**

ers that they, too, can live active and fulfilling lives while managing their diabetes. I encourage anyone who has been using insulin for at least 50 years to apply for this recognition.”

Each 50-Year Insulin Award winner receives a silver medal bearing the recipient's name on one side and the inscription, “Eli Lilly and Company 50 Years of Insulin Therapy” on the reverse. Honorees for the 75-Year Award receive a certificate in a silver engraved frame, and as a special honor, have their names etched in bronze on the LillyforLife™ 75-Year Insulin Award monument at corporate headquarters in Indianapolis.

Applications for the 50-Year and 75-Year Insulin Award are accepted year round and are available at [www.LillyforLife.com](http://www.LillyforLife.com) or by calling toll free 1-888-545-5115.