

Press Release

Eli Lilly and Disney Publishing Worldwide releases a collection of custom books for children who are living with type 1 diabetes

- *Features Coco – Disney’s first character with type 1 diabetes*
- *Coco, a charismatic and fun-loving monkey to help readers understand type 1 diabetes better*
- *The books will be made available through doctors’ clinics*

New Delhi, 10 November 2016: Eli Lilly and Company (India) Pvt. Ltd. (Lilly), in partnership with Disney Publishing Worldwide, announces the release of custom books for children of different ages and at varying stages of type 1 diabetes. Available in Hindi and English, the books feature a new Disney character, **Coco -- a charismatic and fun-loving monkey who has type 1 diabetes**. Coco, along with Disney characters, helps readers understand that with planning, families and children can still experience the fun and magic life has to offer.

In the first phase, two books “**Go, Team Coco!**” and “**Coco’s Fun Activity Book**” are being released. The books will be made available today onwards through pediatric endocrinologists’ and diabetologists’ clinics.

The Lilly Diabetes and Disney collaboration combines Lilly’s long history and deep understanding of diabetes with the magic of Disney storytelling to provide inspiration, thoughtful education resources and practical advice to families with children who have type 1 diabetes. In these books children and families will learn about type 1 diabetes, monitoring blood sugar, symptoms of low blood sugar, treatment, right diet, exercise and insulin administration etc. The books also include commonly asked questions and answers, which can serve as conversation starters for families with their children and other siblings or friends. Along with the books, a Coco plush educational toy with a backpack comprising educational material, leaflets, pack inserts and device demonstration kit etc. will also be available for children.

The Lilly and Disney custom books, debuted in the year 2011. And today, these are being released in India, just a few days before Children’s Day and World Diabetes Day, November 14, 2016.

Commenting on the occasion Edgard Olaizola, Managing Director, Eli Lilly and Company (India) Pvt. Ltd. *said, “Around 70,000 children under the age of 15 suffer from type 1 diabetes in India.¹ We understand that challenges of living with this disease can*

¹ International Diabetes Federation. IDF Diabetes Atlas 2015, 7th Edition. <http://www.diabetesatlas.org/>

be overwhelming for children and their families. Through this initiative, we 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. These books can help children and their families feeling inspired and empowered to live a full, active life even with type 1 diabetes."

The content of the books has been developed by Disney and reviewed in consultation with Lilly USA, LLC.

About Eli Lilly and Company

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 <http://newsroom.lilly.com/social-channels>.

About Eli Lilly India

Eli Lilly and Company (India) Pvt. Ltd. (Lilly), headquartered in Gurgaon, is a wholly owned subsidiary of Eli Lilly and Company, a global biopharmaceutical company headquartered in Indianapolis, USA. Since its inception in India in 1993, Eli Lilly and Company (India) Pvt. Ltd. has been committed to developing and marketing pharmaceutical products to treat diabetes, lung cancer, osteoporosis and growth-hormone deficiency. To learn more about us visit <https://www.lillyindia.co.in>

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