

NEWS RELEASE

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Thursday, October 5, 2006
For Immediate Release:

United Way of Winnipeg, Eli Lilly Canada and Elanco Roll Up their Sleeves for a Day of Caring at Red Cross House

As part of United Way of Winnipeg's year 'round Day of Caring program, a team of employee volunteers from Eli Lilly Canada and Elanco generously donated their time, community spirit and energies to help refurbish the grounds and interiors of the Canadian Red Cross Society's Red Cross House in Winnipeg, today.

Improvements to Red Cross House included a thorough clean-up of the grounds, flower beds, shrubbery and parking lot as well as painting and reorganization of its dining and board rooms. Today's Day of Caring is among 36 projects in cities across Canada made possible through the Lilly and Elanco Community Answers Program.

"The Lilly and Elanco Community Answers Program is our first-ever national volunteer program. It reflects Lilly and Elanco's brand promise to provide Answers That Matter in the communities in which our employees live and work across Canada," said David Ricks, President and General Manager, Eli Lilly Canada. "Being a good corporate citizen is one of the cornerstones upon which this company was built 130 years ago and that tradition carries on through this employee program and many other company initiatives."

"We're grateful to United Way and the volunteers from Eli Lilly Canada and Elanco for our Day of Caring," said Jane Hunt, the Manitoba Executive Director of the Canadian Red Cross Society. "The enhancements to our building and grounds will provide a positive working environment for volunteers and staff as they continue to provide humanitarian services to the people of this city, province and the world."

A United Way partner agency, Red Cross House is the headquarters of all Red Cross activities in the province. Established in Manitoba in 1909, the Canadian Red Cross provides a wide range of first aid, CPR, water safety programs and humanitarian resources. In the event of a disaster, Red Cross House serves as the central base of operations for Manitoba disaster relief efforts. United Way invests in Winnipeg's Canadian Red Cross disaster preparation programs and contributes to the Society's abuse and injury prevention educational program.

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, Indiana, Lilly provides answers – through medicines and information – for some of the world's most urgent medical needs. Eli Lilly Canada, headquartered in Toronto, Ontario, employs close to 850 people across the country. In 2005, Eli Lilly Canada proudly donated close to \$5 million in philanthropic donations, grants and other contributions in Canada. Additional information about Eli Lilly Canada can be found at www.lilly.ca.

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Elanco Animal Health, a division of Lilly, is a global research-based company that develops and markets products to improve the health and production of animals. Elanco's Canadian headquarters is located in Guelph, Ontario. Additional information about Elanco can be found at www.elanco.ca.

A United Way Day of Caring pairs up teams of workplace volunteers with United Way partner agencies to work together to complete meaningful, hands-on projects. Each project – from building a playground, painting a fence to planting a flower garden – is completed in one day and makes a lasting impact on the volunteers and the people who use the services of a United Way-funded agency. Each year, over 50 Day of Caring projects involve hundreds of volunteers in Winnipeg. Over 300 Day of Caring projects have been completed over the past ten years.

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