If you or someone you care for has heard the words, “You have cancer,” then you know firsthand that a cancer diagnosis can change lives.

In 2004, Lilly Oncology created *Lilly Oncology On Canvas: Expressions of a Cancer Journey* Art Competition and Exhibition to help people affected by cancer cope with the emotional side of the disease. Since then, more than 3,600 individuals diagnosed with any type of cancer—as well as their family members, friends, caregivers and healthcare professionals—have expressed, through art and narrative, the life-affirming changes that give their cancer journeys meaning. In turn, their journeys have inspired thousands more individuals through touring exhibitions of their art.

However, their stories are but a few of the many waiting to be told by the nearly 12 million cancer survivors alive in the U.S. today1—in addition to millions of others who love and care for them.

So, now, it’s your turn to tell your story.

*And you don’t have to be a professional artist or writer. It’s the sharing of the story that counts.*

Lilly Oncology and the National Coalition for Cancer Survivorship (NCCS) invite those touched by cancer in the United States, Puerto Rico and Canada to submit their entries to the 2012 *Lilly Oncology On Canvas* Art Competition by June 29, 2012. NCCS is a nonprofit cancer organization that advocates for quality cancer care for all people touched by cancer and provides tools that empower people to advocate for themselves. More information is available at www.canceradvocacy.org or 1-888-650-9127.

Winners’ prizes will consist of donations made in their name to the cancer-related charities of their choice. Following the competition, much of the artwork will be incorporated into a traveling exhibition, touring cancer centers, hospitals and patient advocacy group events.

**Registration Deadline:** April 30, 2012
**Submission Deadline:** June 29, 2012

www.LillyOncologyOnCanvas.com
Follow us on twitter.com/LlyOncOnCanvas. 
Find us on Facebook at Facebook.com/LillyOncologyOnCanvas.
Tune in to our channel at youtube.com/LlyOncOnCanvas.

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2012 OFFICIAL RULES AND REGULATIONS
Lilly Oncology On Canvas Art Competition and Exhibition

ELIGIBILITY

• No purchase is necessary to enter or win. A competition entrant must be: 18 years of age or older; a resident of the United States, Puerto Rico or Canada; and a person diagnosed with any type of cancer—or a family member, friend, caregiver or healthcare provider of a person diagnosed with cancer.
• Employees, officers, subsidiaries of Lilly and NCCS, the competition presenters—as well as those with a contractual relationship with Lilly and/or NCCS, their family members and persons living in their household—are not eligible to participate in the competition.
• Healthcare professionals or government officials who wish to enter the competition must check the appropriate box in the submission form notifying the Art Competition Director of their status to ensure compliance with applicable laws and regulations with respect to their ability to accept awards, benefits and/or acknowledgements associated with this competition.
• Individuals employed by or affiliated with organizations having policies against participation in industry-sponsored programs are asked to refrain from participating.

HOW TO ENTER

Step 1: Register Your Intent

Individuals interested in participating in the competition must first register—either online at www.LillyOncologyOnCanvas.com or by mail, by completing the form in this packet. If registering by mail, after completing the form, fold the page in half at the dotted line, tape the two ends together and affix postage. You must register as soon as possible, but no later than April 30, 2012.

Step 2: Create Your Artwork

• Create an original artwork that depicts your cancer journey in one of the following media: watercolor, oil, pastel, photography, acrylic or mixed media. (For this competition, mixed media is defined as a combination of two or more media.)
• The artwork must be your original work. It must not be an exact replica of—or very similar in appearance to—any existing art or other work created by someone else—such as a photograph, painting, drawing, sketch or advertisement—and must not infringe upon any other artist’s copyright, or other property or ownership rights. The competition presenters rely in good faith on the contestants’ express representations as to the origins of the art submitted to this competition; the presenters make no representations about the authenticity and originality of that art. If competition presenters, including Lilly and/or NCCS, determine, in their sole discretion, that any of these rules have been violated, the entry may be disqualified and other steps deemed appropriate may be taken.
• The artwork must be submitted in the medium in which it was initially created—such as paint on canvas or a watercolor. Submission of a reproduction of the artwork will result in the disqualification of the entry.
• Please do not include product or brand names or logos.
• If your entry is a photograph or other artwork that features any other recognizable likeness of a person(s) other than yourself, by signing the submission form, you warrant that any such person(s) has given permission for this creative work to be entered and utilized as described in the Official Rules and Regulations.
• If your entry is a photograph or any other recognizable likeness of a person(s) who is under the age of 18, you warrant that you have written permission from the person’s parent and/or guardian for this creative work to be entered and utilized as described in the Official Rules and Regulations.
• Your submission must be a flat artwork that adheres to size requirements—at least 9 inches x 12 inches and no more than 18 inches x 24 inches. Any artwork that does not conform to these size requirements will be disqualified.
• Select a title for your artwork and write it on the reverse (back) side of your entry. Please do not write the title on the front side of your artwork.
• To protect your privacy, please do not write or sign your name or add your address or any other personally identifiable information to the artwork (front or back). Each piece of art will be assigned a distinct code number by the Art Competition Director to identify it.
• Each entrant may enter only one artwork to the competition and the entry must be a single work of art.

Step 3: Create Your Narrative

• A written narrative must be included with your art submission. Submissions without narratives will be ineligible for judging.
• Create an original narrative that:
  • Best describes the cancer journey depicted in your artwork.
  • Is no longer than 125 words. Longer narratives will be edited.
  • Is typed in English. However, narratives that are neatly handwritten will be accepted, as will narratives written in other languages, which will be translated into English, whenever possible.
  • Includes the title of your artwork.
• Narratives should not contain any of the following. If the narrative does contain any of these elements, it will be either edited or result in the disqualification of the entry.
  • Personal identifying information, such as full names; however, first names are acceptable.
  • Specific drug names; however, the terms “drug,” “treatment” or “therapy” are acceptable.
  • Names of specific healthcare facilities or healthcare providers; however, terms such as “hospital,” “doctor” and “nurse” are acceptable.
  • Quotations from religious texts or copyrighted material, such as song lyrics.
• Narratives should not be glued to the back of the artwork.

Step 4: Complete Your Submission Form

Complete all sections of the submission form and include this form with your artwork and narrative.
REGISTRATION FORM

To enter the *Lilly Oncology On Canvas* Art Competition, you must first complete this registration form or register online at [www.LillyOncologyOnCanvas.com](http://www.LillyOncologyOnCanvas.com). To ensure that you receive important competition updates, please register as soon as possible, but no later than April 30, 2012. For further information on the competition, please contact:

Anita Chernewski, Art Competition Director
*Lilly Oncology On Canvas*
c/o TogoRun
220 East 42nd Street, 12th Floor
New York, NY 10017-5806 USA
Tel: (866) 991-LOOC (5662); Email: artdirector@mylooc.com

**PLEASE PRINT LEGIBLY**

<table>
<thead>
<tr>
<th>TITLE (MR./MRS./MS./DR./OTHER)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAME</td>
</tr>
<tr>
<td>ADDRESS</td>
</tr>
<tr>
<td>TELEPHONE</td>
</tr>
</tbody>
</table>

Each applicant’s personal identifying information that is provided in this form—including full name, address, email address and telephone and cell phone numbers—will only be observed by the Art Competition Director and the Director’s assistants and/or agents, as needed, for the purpose of administering this competition. The Art Competition Director, the Director’s assistants and/or agents, who are certified in Lilly USA, LLC, privacy policies, will record applicants’ information on a password-protected database maintained in the United States.

By signing and submitting this Registration Form, I acknowledge the following:

- I am 18 years of age or older.
- I understand that I am only communicating my intent to plan to submit an artwork and narrative to the competition.
- I understand that I am in no way obligated to submit an artwork in the event that I change my mind or am unable to meet the submission deadline.
- I understand the Art Competition Director, the Director’s assistants and/or agents may contact me for more information.
- I understand that the information I am providing may be used by Lilly USA, LLC (Lilly), and its business partners to provide me with information about *Lilly Oncology On Canvas*. By submitting this form, I indicate my consent to this use. I understand that I may request to be removed from the *Lilly Oncology On Canvas* contact list by calling 1-800-LillyRx or writing to Lilly at the following address: Eli Lilly and Company, P.O. Box 6245, Indianapolis, IN 46206-6245 USA.
- I understand that if I “opt out”—request to be removed from the competition contact list—I will not receive any unsolicited information from Ei Lilly and Company.

I hereby submit my registration form to the *Lilly Oncology On Canvas* Art Competition and Exhibition and agree to abide by the Official Rules and Regulations.

**SIGNATURE (REQUIRED)**

| PRINT NAME | DATE |

Please fold this page in half at the dotted line and tape the two ends together. Then write your name and address in the space provided and add postage.

www.LillyOncologyOnCanvas.com
Follow us on [twitter.com/LlyOncOnCanvas](http://twitter.com/LlyOncOnCanvas).
Find us on Facebook at [Facebook.com/LillyOncologyOnCanvas](http://Facebook.com/LillyOncologyOnCanvas).
Tune in to our channel at [youtube.com/LlyOncOnCanvas](http://youtube.com/LlyOncOnCanvas).
Anita Chernewski, Art Competition Director

*Lilly Oncology On Canvas*

c/o TogoRun

220 East 42nd Street, 12th Floor

New York, NY 10017-5806 USA
For use by Art Competition Director:

Entry Code ___________________________  □ Registration Form  Notes:
Date Received ___________________________  □ Acknowledgement Sent
Batch Number ___________________________  □ Consent Form Sent

Registration Deadline: April 30, 2012
Submission Deadline: June 29, 2012

2012 Lilly Oncology On Canvas Art Competition and Exhibition

SUBMISSION FORM

To enter the Lilly Oncology On Canvas Art Competition, you must first complete and mail the Registration Form—or register online at www.LillyOncologyOnCanvas.com—as soon as possible, but no later than April 30, 2012. Please submit your entry as soon as possible, but no later than the postmark deadline of June 29, 2012, to:

Anita Chernewski, Art Competition Director
Lilly Oncology On Canvas
c/o TogoRun
220 East 42nd Street, 12th Floor
New York, NY 10017-5806 USA
Tel: (866) 991-LOOC (5662); Email: artdirector@mylooc.com

PLEASE PRINT LEGIBLY

TITLE (MR./MRS./MS./DR./OTHER)

NAME

ADDRESS

TELEPHONE CELL PHONE EMAIL

Please select the category that best describes your cancer journey and the artwork you are submitting (check only one):

□ Person diagnosed with cancer
□ Healthcare professional—please specify your occupation: ___________________________
□ Family member, friend or caregiver

Please specify the type of cancer(s) portrayed in your entry: ___________________________

Category of art:

□ Watercolor  □ Photography
□ Oil  □ Mixed Media —must be flat; please describe:
□ Pastel
□ Acrylic

Title of art (REQUIRED): ___________________________
Please read the following statements and indicate your acceptance of them by signing this submission form.

- I am 18 years of age or older.
- I have read, understand and agree to be bound by the competition’s Official Rules and Regulations.
- I acknowledge that the artwork I am submitting is an original artwork, of which I am the sole creator and owner.
- I understand that by submitting my artwork to the competition, I am transferring to Lilly Oncology On Canvas full ownership of and all rights I have to the artwork and narrative.
- If the entry is a photograph or other artwork that features any other recognizable likeness of any person other than myself, I warrant that any such person(s) has given permission for this creative work to be entered. If this entry is a photograph or any other recognizable likeness of a person who is under the age of 18, I warrant that I have written permission from the person’s parent and/or guardian for this creative work to be entered.
- I understand that the Art Competition Director, her assistants and/or agents may contact me for more information about my submission.
- I understand that my entry will not be returned to me, neither as an original or a copy.
- I understand that my entry may be: incorporated into a traveling exhibition; televised and/or featured on the Internet, in print and other types of media; and used in public relations, training and education, advertising, research and/or sales and marketing activities and/or materials (print and electronic).
- I understand the Art Competition Director, her assistants and/or agents may contact me for more information about my submission.
- I understand that my entry will not be returned to me, neither as an original or a copy.
- I understand that my entry may be: incorporated into a traveling exhibition; televised and/or featured on the Internet, in print and other types of media; and used in public relations, training and education, advertising, research and/or sales and marketing activities and/or materials (print and electronic).
- Following a tour of entries, some of the artwork may be donated to cancer centers, individual and multi-physician offices, hospitals and nonprofit cancer-related organizations. In addition, nonprofit cancer-related organizations, including NCCS, may use the artwork as part of their fundraising efforts, without any payment to me or any financial benefit to Lilly.
- I understand that my artwork and narrative—in addition to my artwork medium, participant category, state, territory, or province, and submission title—may be made public via: press materials; a winners’ event, if held; the Lilly Oncology On Canvas website; art book, if published; traveling exhibition and other means as determined by the competition presenters.
- I understand that, as a competition participant, I may be offered the opportunity to participate in media interviews. I understand that I can either accept or decline these opportunities.
- I understand that the information I am providing may be used by Lilly USA, LLC (Lilly), and its business partners to provide me with information about Lilly Oncology On Canvas. By submitting this form, I indicate my consent to this use. I understand that I may request to be removed from the Lilly Oncology On Canvas contact list by calling 1-800-LillyRx or writing to Lilly at the following address: Eli Lilly and Company, P.O. Box 6245, Indianapolis, IN 46206-6245 USA.
- I understand that if I “opt out”—request to be removed from the competition contact list—I will not receive any unsolicited information from Eli Lilly and Company.

Please check all that apply:

☐ I am interested in telling my personal cancer journey story, possibly to the media or other interested parties.
☐ I understand that the competition presenters may contact me to discuss this further.
☐ I am a healthcare professional or government official and, based on applicable laws and regulations, understand that I may not be able to accept the awards, benefits and/or acknowledgements of this program.
☐ I understand that, as a competition participant, I may be offered the opportunity to participate in media interviews. I understand that I can either accept or decline these opportunities.
☐ I understand that the information I am providing may be used by Lilly USA, LLC (Lilly), and its business partners to provide me with information about Lilly Oncology On Canvas. By submitting this form, I indicate my consent to this use. I understand that I may request to be removed from the Lilly Oncology On Canvas contact list by calling 1-800-LillyRx or writing to Lilly at the following address: Eli Lilly and Company, P.O. Box 6245, Indianapolis, IN 46206-6245 USA.
☐ I understand that if I “opt out”—request to be removed from the competition contact list—I will not receive any unsolicited information from Eli Lilly and Company.

Before submitting your entry, please review this checklist to ensure your submission is complete:

☐ I completed all sections of the submission form and signed below. (Please note that your signature is required.)
☐ I enclosed a flat artwork with dimensions of at least 9 inches x 12 inches and no larger than 18 inches x 24 inches.
☐ I enclosed a 125-word narrative, preferably typed in English.
☐ I wrote the title of my entry on the back of my artwork and on my narrative, but did not sign or write my name, address or any other personally identifiable information anywhere on the artwork (front or back) or narrative.
☐ I carefully packed the artwork, narrative and submission form.
☐ I purchased a tracking receipt for the package to confirm its arrival.
☐ I postmarked the package by June 29, 2012.

I hereby submit my artwork and narrative to the Lilly Oncology On Canvas Art Competition and Exhibition and agree to abide by its Official Rules and Regulations.

SIGNATURE (REQUIRED)

DATE

PRINT NAME

How did you hear about Lilly Oncology On Canvas? Please check all that apply:

☐ Individual affiliated with Lilly
☐ Lilly Oncology On Canvas art book
☐ Lilly Oncology On Canvas exhibition
☐ Lilly Oncology On Canvas Facebook page
☐ Lilly Oncology On Canvas Twitter feed
☐ Lilly Oncology On Canvas website
☐ Lilly Oncology On Canvas YouTube channel
☐ Past participant (other than myself)
☐ Social worker
☐ Other—please specify:

Art class, center or program
Article or online story—please specify:
Cancer organization/support group—please specify:
Friend, family member or co-worker
Healthcare facility or provider—please specify:
2012 OFFICIAL RULES AND REGULATIONS

Step 5: Pack and Ship Your Entry

• Please note that, as the entrant, you assume full responsibility for properly packing and posting your submission, as well as for any damage incurred to the artwork in transit.
• Do not frame or mount your artwork, or place it beneath glass.
• If submitting an oil painting, it is recommended that you paint it on a flat surface, such as a stretched canvas, canvas panel or pad, or canvas on a wooden backboard. Ensure that it is completely dry prior to shipping.
• If submitting a pastel painting, it is recommended that you spray it with a fixative so that it does not smear or smudge.
• To protect your artwork during shipping:
  1. Wrap your artwork with paper and insert it into plastic sheeting or a plastic bag, and then place it between two pieces of rigid cardboard.
  2. Place your narrative and submission form into an envelope.
  3. Insert these items into a bubble-wrapped or padded envelope or a shipping box.
  4. Affix sufficient postage.
• 5. Send your package to the following address:
  Anita Chernewski
  Art Competition Director, Lilly Oncology On Canvas
c/o TogoRun
  220 East 42nd Street, 12th Floor
  New York, NY 10017-5806 USA
• 6. Send your package via mail, UPS, Federal Express or another service. Obtain a tracking number for your package so that you can confirm its receipt.
• 7. Please submit your entry as soon as possible, but no later than the postmark deadline of June 29, 2012.
  • The Art Competition Director will acknowledge receipt of your submission in writing within 10 business days of receipt.
  • Lilly Oncology On Canvas presenters are not responsible for lost, late, incomplete, illegible, damaged, misdirected or postage-due mail.

SELECTION OF WINNERS

• Winners are selected by an independent panel of judges, typically including the Art Competition Director, past winners, cancer survivors and representatives from media and patient advocacy groups. Judges will choose the artwork and narratives they feel best portray inspiring cancer journeys.
• Winners in 24 categories will be selected, including:
  • Overall Best of Exhibition Winners (3):
    — 1st-prize winner; 2nd-prize winner; and 3rd-prize winner
  • Best of Participant Category Winners (3):
    — Best entry by a person diagnosed with cancer; best entry by a family member, friend or caregiver; and best entry by a healthcare professional.
  • Best of Participant Category Winners in Each Medium (18):
    — Best entry in the six media—watercolor, oil, pastel, photography, acrylic and mixed media entries—by:
      a person diagnosed with cancer; a family member, friend or caregiver; and a healthcare professional.
In the event of a tie in any of the categories, judges will vote a second time to determine whether the tie can be broken. If there is a second tie, both entrants will be designated co-winners of the category and each will be awarded prizes.

PRIZES

Donation Amounts

Winners’ prizes consist of donations made in their name to a cancer-related charity of their choice. Donation amounts are as follows:

• Overall Best of Exhibition Winners (3):
  1st-prize winner: $10,000 donation
  2nd-prize winner: $5,000 donation
  3rd-prize winner: $2,500 donation

In addition, if an event is held to honor the top three winners, an expenses-paid trip to the event will be provided to the winners and one guest each (please see Winners’ Event below).

• Best of Participant Category Winners (3):
  $1,000 donation each
• Best of Participant Category Winners in Each Medium (18):
  $1,000 donation each

Criteria for Charity Selection

In order to be considered for a donation, a charity chosen by a winner must be legally designated by the U.S. Internal Revenue Service (IRS) as a 501(c)(3) tax-exempt, nonprofit organization and a significant portion of its mission must be cancer-related. A charity must provide proof of its 501(c)(3) status by forwarding a copy of the letter confirming its designation from the IRS within 30 days of notification of its selection. Please note that, if the charity does not provide proof of its 501(c)(3) status within the 30-day period, the winner will be asked to select an alternate charity.

Winners’ Event

If a Best of Exhibition Winners’ Event is held by the competition presenters:

• Travel-related expenses to the event will be covered for the top three overall winners and one guest each including: economy airfare, bus fare or train fare; ground transportation to and from airports, bus terminals or train stations; hotel and reasonable meals.
• All expenses must be related to participation in this event. Competition presenters will coordinate all travel and accommodations. Any travel and lodging expenses incurred by winners that do not result from arrangements made by the competition presenters may not be reimbursed.
• These prizes are non-exchangeable and nontransferable. For entrants residing in the United States and Puerto Rico, the competition and prizes are subject to U.S. law and regulations, which may prevent some individuals (e.g., healthcare practitioners and government officials) from accepting the awards, benefits and/or acknowledgements of this program. For entrants residing in Canada, the competition and prizes are subject to Canadian law and regulations.
**OTHER TERMS AND CONDITIONS**

**Use of Personal Information**
- Each entrant’s personal identifying information provided in the registration and submission forms—including full name, address, telephone and cell phone numbers, and email address—will only be observed by the Art Competition Director and the Director’s assistants and/or agents, as needed, for the purpose of administering the competition. These individuals, who are privacy certified, will record all personal, identifying information on a password-protected database that will be processed and maintained in the United States.
- Additionally, the Art Competition Director, the Director’s assistants and/or agents may contact entrants for more information about their submissions. This information will not be shared with any party without the entrant’s written consent and will be stored on a password-protected database. Entrants may also be offered the opportunity to participate in media interviews to share their stories and can accept or decline these opportunities.
- Should an entrant’s artwork include recognizable or abstract facial images—or should the narrative reveal personal information—the artwork and narrative may be utilized, stored and transported in the same manner as a non-identifiable submission. The artwork and narrative may embark on a tour of cancer centers, hospitals and patient advocacy group events, and may be televised and/or showcased in Internet, print and other types of media.
- Art and/or narratives from any of the entries may be incorporated—in whole or part—in press materials. However, if an entrant’s artwork and/or narrative is made public in these materials or in any other way, only the entrant’s artwork medium, participant category (including HCP occupation, if applicable), state, territory, or province, and submission title will be revealed, unless additional written consent is obtained from the entrant.
- The information you provide may be used by Lilly USA, LLC (Lilly), and its business partners, to provide you with information about Lilly Oncology On Canvas. By submitting this form, you indicate your consent to this use. If you do not wish to receive this information, please call us at 1-800-LillyRx or write us at Eli Lilly and Company, P.O. Box 6245, Indianapolis, IN 46206-6245 USA.
- Please note that, if you decide to “opt out”—be removed from the competition contact list—you will not receive any unsolicited information from Eli Lilly and Company.

**Transfer of Rights**

As with some other art competitions, by submitting your artwork to the Lilly Oncology On Canvas Art Competition, you are transferring to the competition presenters full ownership of and all rights you have to the artwork and narrative, such as all copyrights and the right to use, reproduce, display or publish all or any portion of the art and text in: any medium (e.g., online, print, television, electronic displays at medical meetings, or any other public forum); collateral materials (including, but not limited to, media materials, brochures, art books, postcards, websites, etc.); and exhibits. In addition, following a tour of entries, some of the artwork may be donated to cancer centers, individual and multi-physician offices, hospitals and nonprofit cancer-related organizations. In coordination with Lilly and NCCS, nonprofit cancer-related organizations, including NCCS, may use Lilly Oncology On Canvas artwork as part of their fundraising efforts, without any payment to you or any financial benefit to Lilly.

**Post-Competition Use of Art**
- Following the announcement of winners, the artwork and narratives will not be returned to entrants.
- Much of the artwork will be incorporated into a traveling exhibition touring cancer centers, hospitals and patient advocacy group events.
- Artwork and narratives may be televised and/or featured on the Internet, in print and other types of media.
- Artwork and narratives may be used for any of the following purposes and related materials (print and electronic): public relations; training and education; advertising; marketing activities.
- Following a tour of entries, some of the artwork may be donated to cancer centers, individual and multi-physician offices, hospitals and nonprofit cancer-related organizations. In addition, nonprofit cancer-related organizations, including NCCS, may use the artwork as part of their fundraising efforts, without any payment to you or any financial benefit to Lilly.
- In addition, some of the entries will be featured in the Lilly Oncology On Canvas art book, should one be produced, and website in other media designated by the competition presenters.

Please note that the competition presenters cannot guarantee that your artwork will be:
- Displayed at the event announcing the top winners, should an event be held.
- Displayed at an exhibition near you.
- Included in the art book, should one be produced.

In addition, should art be donated to a cancer center, hospital, other healthcare facility or cancer advocacy group, the contest presenters will solely determine the recipient organizations.

**INFORMATION**

Additional information about the competition, including responses to frequently asked questions (FAQs), may be accessed at www.LillyOncologyOnCanvas.com. You may also contact the Art Competition Director for a copy of the FAQs, or with your questions, as follows:

**Telephone:** (866) 991-LOOC (5662)
**Email:** artdirector@mylooc.com
**Mail:** Anita Chernewski
Art Competition Director, Lilly Oncology On Canvas
c/o TogoRun
220 East 42nd Street, 12th Floor
New York, NY 10017-5806 USA

Thank you for sharing your cancer journey. Good luck!