

## For Immediate Release

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### **Elanco/Eli Lilly and Company Announce Jon Katz as 2010 Lectureship Series Speaker** *Noted Human-Pet Author to Address Emotional Importance Animals Play in Owners' Lives*

**INDIANAPOLIS**, Nov. 2, 2009 – Elanco, a division of Eli Lilly and Company (NYSE: LLY), announced today that Jon Katz, celebrated companion animal author, critic and photographer, will serve as the 2010 lecturer for the Elanco/Lilly Lectureship series.

“A longtime friend of Elanco and Lilly, Jon Katz has been warming our hearts for years with his humorous, touching stories of the tender and emotional connection with pets,” said Stephen Connell, DVM, manager of technical, academic and consumer services for companion animal health. “His books and observations are a perfect fit for the lectureship series as we continue to remind veterinarians of the importance animals play in our lives.”

Katz will share his thoughts about the bond between owners and companion animals at 6 p.m., Monday, Jan. 18, 2010, at the Gaylord Convention Center in Orlando, Fla., as part of the North American Veterinary Conference (NAVC). He also will speak at the Purdue University Fall Conference for Veterinarians and Veterinary Technicians in September 2010 as part of the lectureship series.

“Jon Katz uses his gift as a storyteller to illustrate the special connection between humans and companion animals,” said Alan Beck, professor and director of the Center for the Human-Animal Bond. “The Center for the Human-Animal Bond with Elanco and Lilly look forward to his interpretation about the bond between animals and their owners as well as his stories that speak to our hearts and deepen human understanding.”

This will be the fourth year of the lectureship series, which is endowed through a gift to the Center for the Human-Animal Bond at the Purdue University School of Veterinary Medicine by Elanco/Lilly. It features world-renowned speakers who broaden the veterinary profession’s understanding of the human-pet bond through presentations at the Center and at leading national veterinary conferences. Distinguished veterinarian, consultant, teacher and author Dr. Myrna Milani served as last year’s lecturer. She spoke about her research to understand connections between animal health, behavior and the human-animal relationship.

Prior to becoming a *New York Times* bestselling author, Katz worked as a journalist or editor at several large newspapers and was an executive producer of the “CBS Morning News.” He has written eight books about dogs, farm animals and rural life, including *A Dog Year*, *The New Work of Dogs*, *The Dogs of Bedlam Farm*, *A Good Dog*, *Izzy & Lenore* and *Soul of a Dog*.

“Americans are redefining their relationship with companion animals, and this has sparked all sorts of issues, challenges and questions,” Katz said. “I want to talk about the extraordinary revolution occurring between Americans and companion animals, especially dogs and cats. I will draw from my own life with dogs and other animals on the farm, and the very extensive research I’ve done for *Soul of a Dog* and for my forthcoming novel, *Rose in a Storm*. Told from the dog’s point of view, it’s about a border collie abandoned on a farm during a blizzard.”

In addition to writing novels, Katz is co-host of Northeast Public Radio’s “Dog Talk,” and writes about dogs and rural life for *Slate.com*, an online magazine. Katz uses photography as another creative outlet to capture farm life and the animals around him, posting blog entries and photos on his Web site, [www.bedlamfarm.com](http://www.bedlamfarm.com). He also volunteers in hospice work with his dogs Izzy and Lenore, which he credits as part of the inspiration for his novel, *Soul of a Dog*. Katz resides on Bedlam Farm in Upstate New York with his animals.

#### About Elanco

Elanco is a global innovation-driven company that develops and markets products to improve animal health and food animal production in more than 75 countries. Elanco employs more than 2,000 people worldwide, with offices in more than 30 countries, and is a division of Eli Lilly and Company, a leading global pharmaceutical corporation. Additional information about Elanco is available at [www.elanco.com](http://www.elanco.com). Information about Elanco products for pets is available at [www.elencopet.com](http://www.elencopet.com).

#### About the Center for the Human-Animal Bond

Founded in 1982, the Center for the Human-Animal Bond at the Purdue University School of Veterinary Medicine explores the dynamic relationships between people, animals and their environment. The major objective of the Center is to foster interdisciplinary activities and serve as a focal point for the exchange of ideas and development of new information related to animal-human interactions and animal welfare. Information on the center is available at [www.vet.purdue.edu/chab](http://www.vet.purdue.edu/chab).

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