

Lilly Oncology on Canvas 2006 - Rules, Regulations and Submission Form

NO PURCHASE NECESSARY TO ENTER OR WIN. CONTEST IS OPEN TO PEOPLE DIAGNOSED WITH CANCER, ONCOLOGISTS, NURSES OR MEMBERS OF PHYSICIAN'S OFFICES, FAMILY, FRIENDS OR CAREGIVERS OF PEOPLE DIAGNOSED WITH CANCER AS WELL AS ARTISTS AND ART STUDENTS. ALL ENTRANTS MUST BE 18 YEARS OF AGE OR OLDER.

The *Lilly Oncology on Canvas* International Art Competition and Exhibition is proudly presented by Eli Lilly and Company (Presenter/Organizer).

HOW TO ENTER

The objective of the competition is to recognize and showcase art that demonstrates the emotional landscape that defines a person's cancer journey. Each entrant should create an original piece of flat art, with accompanying narrative that portrays his/her journey. All participants must first register with the art competition and exhibition director by completing the *Lilly Oncology on Canvas* International Art Competition and Exhibition Registration Form and returning it to Anita Chernewski, CPR Worldwide, 220 E. 42nd Street, 12th Floor, New York, NY 10017-5806. **Tel:** 1-800-734-4131, **E-mail:** chernewski@earthlink.net

All entries must be signed by the applicant with the applicant's full name and address clearly printed on the reverse side and posted at the applicant's cost to the United States offices to arrive no later than **Monday July 31, 2006**. To protect your privacy please do not sign the front of your artwork with your full name.

The applicant may enter only once and may only submit one piece of artwork. All artwork and narratives must be original, created solely by the applicant and never previously displayed or published. The Presenter, art competition and exhibition director and organizers are not responsible for lost, late, incomplete, illegible, damaged, misdirected or postage-due mail. The applicant assumes all responsibility for properly packing and posting the entry as well as all responsibility for any damage incurred to the artwork in transit. The art competition and exhibition director will offer guidance to the applicant for suitable packaging.

RESPECTING YOUR PRIVACY

Applicant's personal information (e.g. name, address, telephone number, cancer experience) will only be observed by the independent art competition and exhibition director, Anita Chernewski, and others working with her to implement the competition. This information will not be shared with any other party. Anita Chernewski will record applicants' details on a password-protected database. This document and all correspondence between applicants and the exhibit organizers will be destroyed on or about December 2, 2007. An independent lawyer will witness this process.

If applicant's artwork is selected for the private viewing of the *Lilly Oncology on Canvas* exhibition, the public viewing of the exhibition and any potential exhibition thereafter in the United States of America or other cities around the world, only the applicant's first name, country of origin and artwork title will be revealed, along with the accompanying narrative unless additional consent is obtained.

If applicant's artwork is selected for reproduction in any collateral material such as art books, postcards, Giclees, or any other reproductions, only the applicant's first name, country of origin and artwork title will be revealed accompanied by the narrative.

The 1st, 2nd and 3rd place winners will be asked if they will be willing to participate in the press event that will take place in the Fall of 2006 in London, United Kingdom. The Best of

US winners will be asked if they will be willing to participate in the US exhibition launch and press event that will take place in the Fall of 2006. In addition, participants may be asked their interest in possibly sharing the stories of their journeys with the media. Winners and/or their physicians may be consulted to determine whether the winners are sufficiently fit and able to attend the media event and private viewing of the exhibition.

In select cases, age, marital status, family details and cancer experience may be requested by Anita Chernewski and the contest organizers. However, this information will not be shared with any other party without the applicant's written consent, and will be stored on a password-protected database.

ELIGIBILITY

The applicant must be 18 years of age or older and may be anyone diagnosed with cancer, an oncologist, nurse or member of the oncology office, a family member, friend or caregiver of a person who has been diagnosed with cancer, or an artist or art student. Employees, officers and directors of the Presenter, affiliates, subsidiaries, advertising, public relations, promotion and other fulfillment agencies, their family members and persons living in their same household, are not eligible to participate in the competition.

If the applicant is a healthcare provider or a government official, the applicant must notify the art competition and exhibition director to ensure compliance with applicable laws and regulations with respect to his or her ability to accept the awards/benefits/acknowledgement of this competition.

CRITERION OF ART ENTRIES

Judgment will be made on two criteria

- 1) **"Art that best portrays what gave their cancer journeys meaning"** Any subject may be selected – it's the reflection of the journey in the art that counts.
- 2) **The narrative that accompanies the art will be equally important in illustrating how one has met the challenges of the cancer journey or has made life-affirming changes.**

JUDGING CATEGORIES

Judging will be by group and art category and then by Best of Exhibition in 1st, 2nd and 3rd places.

Best of Exhibition

1st place, 2nd place, 3rd place

Note: The 1st, 2nd and 3rd place winners will be invited to attend the media briefing announcing the winners of the competition on Tuesday October 31, 2006 in London, United Kingdom.

People's Choice

Attendants of the private and public viewing of the exhibition will be invited to select a "People's Choice." The winner will be awarded and notified in late 2006.

Best of US = 1st place, 2nd place, 3rd place

PRIZES

All art entered into the *Lilly Oncology on Canvas* International Art Competition and Exhibition will be displayed for public viewing at the Royal College of Art in Kensington Gore, London, United Kingdom, in the Fall 2006.

Prizes consist of contributions made to the artist's 501c3 cancer charity of choice and will be awarded by category and type of entrant. The 1st, 2nd and 3rd prize winners, who will be selected by a prestigious panel of independent judges, will be selected from this group and invited to the media briefing announcing the winners of the competition on Tuesday October 31, 2006 in London, United Kingdom.

The 1st, 2nd and 3rd prize winners of the Best of the US, who will be selected by the same prestigious panel of independent judges, will be selected and invited to the US exhibition launch and media briefing in the Fall of 2006.

Where winners live in countries using currency other than Euros or Dollars, the cancer charities will be given the choice of receiving the equivalent sum in the local currency at the conversion rate of December 1, 2006 as stated by www.oanda.com.

These prizes cannot be changed and are non-exchangeable and non-transferable. The competition and prizes are subject to US law and regulations, which may prevent individuals accepting the awards/benefits/acknowledgement of this program.

SELECTION OF WINNERS – THE INTERNATIONAL PANEL OF JUDGES

The Panel of Judges will be comprised of independent judges including cancer survivors, oncologists, journalists, a representative from the Royal College of Art, and a representative from a patient advocacy group.

The panel will review the art entries in September 2006 to make its decision. Each applicant will receive the announcement by mail or e-mail soon thereafter from the art competition and exhibition director.

The decisions of the panel are final on all matters relating to the competition.

SIZE OF ART ENTRY – RULES AND GUIDANCE NOTES

- Only flat, one-dimensional artwork will be accepted that adheres to the size restrictions set forth below. Artwork may take any form (collage, photography, fabric, etc.).
- Artwork must not be more than 17" x 26", which fits the size of a bubble-wrapped, padded, or Jiffy® envelope. **Only entries which comply with the size requirement will be eligible for judging.**
- A written narrative must be included with the entry submission for the art to be considered in the competition
- Oil paintings must be dry and provided on a wooden backboard or frame
- Do not frame the artwork – this may be done by the US art competition and exhibition director before the exhibition
- Write the title of the composition, your full name and address with the date and your signature on the reverse of the artwork. To protect your privacy please do not sign the front of your artwork with your full name.
- All art must be adequately packed with the applicant's name and address on the reverse side of the package.

PACKING YOUR ARTWORK

Please carefully follow the packing details below

- Place paper around the art.
- Wrap with plastic sheet or bag.
- For protection, art should be enclosed between two pieces of rigid board. Do not frame or mount or put beneath any glass.
- Insert into a bubble-wrapped, padded or Jiffy® envelope.
- Add the address of the art competition and exhibition director on the front of the envelope, plus your full name and address on the reverse.
- Please mark the envelope with this value statement to safeguard against possible Customs & Excise interest - **"MUSEUM EXHIBITS: RELIEF CLAIMED"**
- The Submission form, which includes the narrative section (see attached), must also be completed and sent with the artwork. Neither Lilly Oncology nor the art competition and exhibition director can be held responsible for damage or loss that may occur to the artwork during postage.
- Receipt of art/narrative will be acknowledged.

For artwork deliveries: Anita Chernewski, CPR Worldwide, 220 E. 42nd Street, 12th Floor, New York, NY 10017-5806. **Tel:** 1-800-734-4131 **E-mail:** chernewski@earthlink.net

GENERAL TERMS AND CONDITIONS

By participating in the *Lilly Oncology on Canvas* International Art Competition and Exhibition, the applicant transfers all rights in and to the application, including all copyrights, to the Presenter and agrees to these Official Rules and Regulations.

Entries will not be returned. The applicant agrees that Lilly Oncology may, if it elects, reproduce or display the artwork, as well as produce collateral materials (e.g. art books, post-cards, etc.) using the art's likeness and without any payment to the applicant.

Cancer patient advocacy groups may utilize *Lilly Oncology on Canvas* artwork as part of their fundraising efforts. Lilly will not profit from these sales.

INFORMATION

All participants must register by completing the Registration form that can be found within the brochure.

Help, guidance and information can be obtained from the US art competition and exhibition director, Anita Chernewski CPR Worldwide, 220 E. 42nd Street, 12th Floor, New York, NY 10017-5806. **Tel:** 1-800-734-4131, **E-mail:** chernewski@earthlink.net



Expressions of a Cancer Journey



SUBMISSION FORM

Please complete this and attach it firmly to the back of your composition.

Name _____
(please print)

Artwork Title _____
(please print)

Address _____
(please print)

Zip Code _____ Country _____

Telephone Number _____ Fax Number _____
(please include area code) (please include area code)

E-mail Address _____
(please print)

Category of Participant (please tick as appropriate)

- A person diagnosed with cancer – Type of cancer _____
(please specify)
- *Healthcare provider (oncologist, nurse or professional member of physician's office)
- Family member, friend or caregiver Artist / art student

* Based on US laws and regulations, I understand that I may not be able to accept the awards/benefits/acknowledgement of this program

Category of art you are entering (please tick as appropriate)

- Watercolor Oil Pastel Photography** Acrylic
- other (please explain) _____

** By submitting this photography, I assert that all persons included in my photo have given permission for this photograph to be entered into the *Lilly Oncology on Canvas* International Art Competition and Exhibition and displayed in the manner set forth in the Competition's rules and regulations. If children are included, consent from parent/guardian was obtained.

Signature required _____ Date _____

The applicant must also provide a written narrative to describe the artwork and demonstrate what gave his/her cancer journey meaning. These words are part of the judging criteria and will accompany your artwork in the display at the exhibition. (If you require more space, please attach a separate sheet to this Submission form.)

- I understand that the information I am providing may be used by Anita Chernewski, US art competition and exhibition director, to provide me with information about *Lilly Oncology on Canvas*, and to contact me to see if I'd like to participate in this program.
- By submitting this form, I indicate my consent to this use.** I understand that I may request to be removed from your contact list by writing to Anita Chernewski at the following address: Anita Chernewski, US art competition and exhibition director, CPR Worldwide, 220 E. 42nd Street, 12th Floor, New York, NY 10017-5806.

I hereby submit my artwork to the *Lilly Oncology on Canvas* International Art Competition and Exhibition:

Signed _____ Date _____

(By signing this document I assert that I am 18 years of age or older.)

Send your application to Anita Chernewski, US art competition and exhibition director, CPR Worldwide, 220 E. 42nd Street, 12th Floor, New York, NY 10017-5806. **Please make sure that you have followed the size and packing requirements.**

ONCOLOGY
On Canvas

Expressions of a Cancer Journey

We look forward to receiving your entry soon.