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**Elanco launches “YOU AND YOUR PET: TAKING CARE OF EACH OTHER” photo competition, a creative platform to explore people’s perspective on how pets benefit lives**

Elanco, the leading animal health and science-based innovation company today announced the launch of its second European, South Africa, Russia and Turkey-wide photography competition – this year focusing on the human-pet bond.

There are numerous scientific researches that prove a pet is good for humans— both mentally and physically. Pet owners are known to have lower blood pressure, heart rates, triglycerides and blood cholesterol<sup>1</sup>. The photo competition aims at exploring people’s perspective on how a pet takes care of them, of their family or of their friends.

Competition entrants – which include the general public, animal lovers, pet owners, and photographers – are invited to share photographs of humans and their animals, highlighting the impact pets have on their daily lives. Participants can upload their pictures on the competition website: [www.elancophotocompetition.com](http://www.elancophotocompetition.com).

While pets increasingly become important parts of our families, so too does the need to help them live longer, healthier, higher-quality lives.

Commenting on the initiative, Dr. Ramiro Cabral, Elanco Operations Lead for Europe, Middle East and Africa said, “It is proven that pets have a positive impact on human’s lives, and we at Elanco are dedicated to understanding the benefits and mechanisms of the bond between people and their pets, while enabling veterinarians help improve pets’ lives”.

“Through this photo competition we want to challenge people to engage creatively and bring the human-pet bond to life, through pictures”, he added.

Renowned dog musher [Silvia Furtwängler](#) is among the jury that will select the 20 top photo submissions showing the human-pet bond. “Dogs have become a major part of my life. When I started with sled dog racing, I had no idea how humans and animals grow together into a special partnership,” Furtwängler comments. These selected photos will then be available for online voting, and will be displayed during a special exhibition at Elanco’s regional headquarters in Basel, Switzerland in November.

The grand prize winner is set to win a prize of 1,000 euros divided in 500 Euros cash and 500 Euros to be donated to a pet charity of his/her choice. The competition will also be promoted on twitter through #MeAndMyPetPic. For more information about how to enter, visit the competition’s page: [www.elancophotocompetition.com](http://www.elancophotocompetition.com).

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<sup>1</sup> <http://www.berkeleywellness.com/self-care/preventive-care/article/can-pets-help-you-live-longer> - 29 Nov 2013



**About Elanco**

Elanco, a division of Eli Lilly and Company, provides comprehensive products and knowledge services to improve animal health and food-animal production in more than 70 countries around the world. With a global presence of approximately 6,500 people and offices in more than 40 countries, Elanco anticipates, serves and supports the diverse and evolving needs of its customers--from veterinarians to food producers to all those concerned with animal health--to help them address the challenges of a diverse and changing world. Together with our customers, we are committed to raising awareness about global food security, and celebrating and supporting the human-animal bond. Additional information about Elanco is available at [www.elancoeurope.com](http://www.elancoeurope.com), or follow us @Elanco and @ElancoEU.

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