



Elanco Animal Health

2500 Innovation Way

Greenfield, IN 46140

317.276.2000

**FOR IMMEDIATE RELEASE**

Media Contacts:

Tina Gaines, (317) 276-3845

tgaines@elanco.com

Keri McGrath Happe, (317) 370-8394

mcgrath\_happeks@elanco.com

Cori Kallenbach, (816) 888-8240

ckallenbach@sandboxww.com

**Elanco Launches New Video Series Illustrating the  
Powerful Bond Between Service Dogs, Owners**

*Documentary chronicles the journey of two Canine Assistants recipients  
as they develop unbreakable bonds with their dogs*

GREENFIELD, Ind. Aug. 11, 2016 — Elanco Animal Health, a division of Eli Lilly and Company (NYSE: LLY) and the makers of Trifexis® (spinosad + milbemycin oxime), today launched its Celebrate the Bond video series that lets viewers share the experience of two individuals embarking on life-changing relationships.

The documentary series, which can be viewed at [CelebrateTheBond.com](http://CelebrateTheBond.com), chronicles the growing connection between two Canine Assistants dogs – Spirit and Ringer – and their recipients, Sean and Tim. This never-before-seen glimpse into the service dog/recipient pairing process illustrates the physical, social and emotional benefits of the partnership.

“Pets play an important role in our lives. They bring us joy, teach us responsibility and serve as dedicated companions. But for individuals with physical or special needs, the importance of Canine Assistants dogs is invaluable,” said Dr. Heidi Hulon, consulting veterinarian for Elanco. “We are excited to share this new video series as part of Elanco’s commitment to celebrating and supporting the human-animal bond and helping pets live longer, healthier and high-quality lives.”

The video series – launched during International Assistance Dog Week (Aug 7-13) - was developed collaboratively by Elanco and Canine Assistants, a nonprofit organization that provides service dogs to people with physical and special needs.

“Elanco helps make it possible for us to provide Canine Assistants dogs to recipients free of charge as well as offer free veterinary care for those who cannot afford to pay for it,” said Jennifer Arnold, Founder and Executive Director of Canine Assistants. “This video series highlights how Canine Assistants is changing the lives of people who have

physical disabilities or other special needs, which wouldn't be possible without Elanco's sponsorship of our organization."

Elanco strives to build integrity in its communities and all over the world by supporting programs that enrich the human-animal bond, such as Canine Assistants.

Elanco enables veterinarians to help pets live longer, healthier, high-quality lives by delivering innovative products. A portion of every purchase of Trifexis® (spinosad + milbemycin oxime) is used to help bring Canine Assistants dogs and their recipients together. In addition, Elanco provides Canine Assistants dogs with a free 12-month supply of Trifexis.

For more information about Elanco and Canine Assistants, visit [CelebrateTheBond.com](http://CelebrateTheBond.com) or join the conversation using #CelebrateTheBond.

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### **About Elanco**

Elanco provides comprehensive products and knowledge services to improve animal health and food-animal production in more than 70 countries around the world. We value innovation, both in scientific research and daily operations, and strive to cultivate a collaborative work environment for more than 6,500 employees worldwide. Together with our customers, we are committed to raising awareness about global food security, and celebrating and supporting the human-animal bond. Founded in 1954, Elanco is a division of Eli Lilly and Company. Our worldwide headquarters and research facilities are located in Greenfield, Indiana. Visit us at [Elanco.com](http://Elanco.com) and [EnoughMovement.com](http://EnoughMovement.com).

### **About Canine Assistants**

Canine Assistants is a non-profit service-dog school based in Milton, Georgia, whose mission is to educate and empower people and dogs so they may enhance the lives of one another. Canine Assistants has graduated over 1,500 service dogs from the program and has placed them free of charge with both children and adults. Jennifer Arnold is the founder of Canine Assistants and the creator of the Bond-Based Approach® to interspecies relationships and author of *Love is All You Need: The Revolutionary Bond-Based Approach to Educating Your Dog*. She is also the New York Times bestselling author of *Through a Dog's Eyes*, which was the subject of a PBS documentary, and *In a Dog's Heart*.

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