



FOR IMMEDIATE RELEASE

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Humana Supports Storytellers Project as First-Ever National Sponsor

Project to inspire all to achieve their best health

McLean, VA — The USA TODAY NETWORK, part of Gannett Co., Inc. (NYSE: GCI), announced Humana Inc. (NYSE: HUM), a leading health and well-being company, as the national sponsor of its 2019 and 2020 Storytellers Project. Storytellers Project is a live event series in 21 USA TODAY NETWORK markets that leverages the expertise of journalists within newsrooms across the country to give people personalized coaching and tools to share true, first-person stories in a live audience forum. Humana is the first national sponsor of the USA TODAY NETWORK event series.

Attendees to Storytellers Project nights will have the opportunity to connect with ambassadors from Humana, as well as the chance to win special prizes as part of the new agreement. This landmark partnership will serve to inspire and enhance the attendee experience on Storytellers Project nights and bring local newsrooms additional resources for content development. Humana and Storytellers Project piloted the partnership for 7 shows at the beginning of 2019 with positive feedback from attendees.

“We’re excited to partner with the Storytellers Project,” said Jennifer Bazante, Humana Senior Vice President, Marketing. “Through thoughtful, compelling stories, we can help inspire the communities we serve and spread awareness about the importance of the pursuit of healthy social, emotional, and physical well-being.”

Storytellers Project across the country strengthens and encourages their communities by bringing people together through the power of storytelling, and Humana now joins in this effort for empathy with their endorsement.

“We are honored to have Humana support the Storytellers Project in 2019 and 2020,” said Kate Gutman, Head of Content Ventures at Gannett. “The support and sponsorship of an industry leader, like Humana, helps us expand our reach, further engage our audiences and grow together in the communities we serve.”

For more about Storytellers Project, view our [press kit here](#) and [website](#). Additional information about Humana can be [found here](#).

More on the Storytellers Project:

The Storytellers Project is a nationwide series of live storytelling nights in which neighbors and notables share true, first-person stories. Since 2011, these events have joined oral storytelling and journalism to reflect and serve communities, as well as to develop connection and empathy in them. Journalists from USA TODAY NETWORK newsrooms manage and host these nights in front of audiences of 75 to 1,200. The series has 100+ nights planned in 2019 alone, at venues ranging from the Ace Hotel and Swim Club in Palm Springs, to Hoyt Sherman Place in Des Moines and the Kentucky Derby Museum in Louisville. In less than 10 minutes each, over 6,000 Americans have shared true, coached and curated stories that celebrate universal values while reflecting on themes chosen by the newsroom's staff to be broadly appealing, including food and family, love and dating, and growing up. The Storytellers Project celebrates the idea that when we share our stories, we become emotionally and financially invested in one another and in our community.

About USA TODAY Network

The USA TODAY Network is the largest local to national media network in the country. Powered by integrated and award-winning news organizations with deep roots in 109 local communities, plus USA TODAY, the multiplatform news network informs and engages more than 110 million people every month through its diverse portfolio of digital, mobile, and publishing products.

About Humana

Humana Inc. is committed to helping our millions of medical and specialty members achieve their best health. Our successful history in care delivery and health plan administration is helping us create a new kind of integrated care with the power to improve health and well-being and lower costs. Our efforts are leading to a better quality of life for people with Medicare, families, individuals, military service personnel, and communities at large.

To accomplish that, we support physicians and other health care professionals as they work to deliver the right care in the right place for their patients, our members. Our range of clinical capabilities, resources and tools – such as in-home care, behavioral health, pharmacy services, data analytics and wellness solutions – combine to produce a simplified experience with the goal of making health care easier to navigate and more effective.

More information regarding Humana is available to investors via the Investor Relations page of the company's website at humana.com, including copies of:

- Annual reports to stockholders
- Securities and Exchange Commission filings
- Most recent investor conference presentations
- Quarterly earnings news releases and conference calls
- Calendar of events
- Corporate Governance information

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