

# News Release



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## **Cigna Launches GO YOU Hub to Help You Deal With Life's Challenges New Cigna.com Site Provides Insight and Inspiration**

BLOOMFIELD, Conn. – October 8, 2013 – Nobody's perfect. In fact what makes you "you" are the challenges that you overcome. That's the premise behind global health service company Cigna's new online gathering place for individuals dealing with peer-pressure, body image, self-confidence, career and parenting issues.

The [Cigna.com/GO YOU Hub](http://Cigna.com/GO YOU Hub) is a multimedia website that celebrates individuals overcoming life's challenges, providing a gathering place where visitors can learn and be inspired by the backstories of individuals overcoming adversity, and gain insights and tips from content ranging from news articles to white papers by physicians, behaviorists and clinicians.

"At Cigna, we strive to know and understand our customers as unique individuals, not case numbers," said Cigna's Benjamin Karsch, senior vice president for global brand, marketing communications and digital marketing. "We want to better understand their lives, health, attitudes and aspirations, and how we can help them achieve whatever matters most in their lives. That's why our Cigna.com/GOYOU Hub is a welcoming place to come and tell us how being true to yourself make you truly healthy."

To kick off the GO YOU Hub launch, Cigna is sponsoring an essay contest "[Pay It Backward](#)" where individuals can describe and celebrate how a person in their life has inspired them to become the best they can be. The winning entrant will be rewarded with a "trip of a lifetime" to a destination of their choice. This contest is scheduled to run through November 21, 2013.

This GO YOU site is a part of Cigna's larger [brand awareness campaign](#) which focuses on embracing your true self and celebrating the triumph of individualism and health.

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### **About Cigna**

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