

# NEWS RELEASE



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## **Win with Cigna's Healthy Food Selfie Contest**

*Cigna's "Share Your Healthy YOU Food" contest offers a chance to win a 4 day cooking retreat, a year's counseling with a Cigna nutritionist and more*

**BLOOMFIELD, Conn. – April 29, 2014**– Make your food selfie pay off in better health, fun and delicious and nutritious prizes by entering the "Share Your Healthy YOU Food" healthy food photo contest at [Cigna.com/GO YOU](http://Cigna.com/GO YOU).

Global health service company Cigna is putting a healthy spin on the popular social behavior of taking food selfies and sharing them with friends. Now your healthy snack can reap more than "likes" -- with a chance to win a grand prize of a healthy cooking retreat for the winner and their guest with the Conscious Gourmet; 1-on-1 sessions with a Cigna nutritionist for a year and a smartphone with pre-loaded Cigna healthy apps, to name a few.

To enter, take a "selfie" photo of your nutritional meal and post it along with a few words on why it's your health go-to food on [Cigna.com/GO YOU](http://Cigna.com/GO YOU). This contest is scheduled to run through June 21, 2014.

Cigna.com/GOYOU 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. 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.

"Every day there's an opportunity to get a boost of encouragement, energy and excitement to take on the day with our health in mind," says Benjamin Karsch, Cigna's Head of Brand, Marketing Communications and Digital Marketing. "Whether it's spinach or a protein shake after a workout, food fuels us to be at our best. This contest celebrates that with our audience."

### **About Cigna**

Cigna Corporation (NYSE: CI) is a global health service company dedicated to helping people improve their health, well-being and sense of security. All products and services are provided exclusively through operating subsidiaries of Cigna Corporation, including Connecticut General Life Insurance Company, Cigna Health and Life Insurance Company, Life Insurance Company of North America, Cigna Life Insurance Company of New York and their affiliates. Such products and services include an integrated suite of health services, such as medical, dental, behavioral health, pharmacy and vision care benefits, and other related products including group disability, life, and accident coverage. Cigna has sales capability in 30 countries and jurisdictions, with approximately 80 million customer relationships throughout the world. To learn more about Cigna®, including links to follow us on Facebook or Twitter, visit [www.cigna.com](http://www.cigna.com).

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