



**FOR IMMEDIATE RELEASE**

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**\*\* MEDIA ALERT \*\***

**TUCSON VOLUNTEERS TO IMPROVE RESIDENTS' LIVES WITH PLAY**

HUMANA, KABOOM!, CITY OF TUCSON AND LEND A HAND TUCSON  
JOIN FORCES TO CREATE A NEW SPACE FOR ALL GENERATIONS  
TO GATHER AND PLAY AT LA MADERA PARK

Saturday, November 1, 8:30 a.m. – 3:00 p.m.

**WHAT:** Volunteers from the City of Tucson (@CityofTucson), Lend a Hand Tucson, [Humana Inc.](http://Humana.com) (@humananews), residents of the Tucson community and organizers from KaBOOM! (@kaboom) will join forces on **Saturday, Nov. 1** to give the neighborhood a chance to gather and play together by building a **4,200 sq.-ft. playspace** at **La Madera Park** from start to finish in just six hours!

The customized, multi-generational playground, funded primarily by Humana Inc. (a leading health and wellness company), was created with personal drawings and input from local community members – from children to seniors – during a special design event in September.

**WHEN: Saturday, November 1, 2014**  
8:30 a.m. to 9:00 a.m. Kick-off ceremony and volunteer deployment  
11:00 a.m. to 1:00 p.m. Best viewing of playground construction  
1:00 p.m. to 2:30 p.m. Final construction phase and adjustments  
2:30 p.m. to 3:00 p.m. Ribbon-cutting ceremony to dedicate new play area  
(Note: all times approximate)

**WHERE: La Madera Park**  
**2700 E. La Madera Drive**  
**Tucson, AZ 85716**

**WHY/HOW:** Play in all forms, whether it's with peers or parents, benefits the whole child, allowing them to stay active mentally, physically and socially. Currently, many residents in communities surrounding La Madera Park have limited opportunities to enjoy outdoor recreation in a safe environment. A new playground and multi-generational exercise stations will effectively address these needs, providing the youth with an age-appropriate area to play, as well as opportunities for adults and seniors to interact further with each other and the community. Humana is proud to help create a lasting neighborhood legacy that promotes healthy play and well-being.

The community will rally together to build senior-focused and adult elements, including fitness stations and walking paths, to promote good posture, balance and flexibility – as well as more traditional, kid-friendly equipment to create a truly multi-generational space. The project will create a gathering area to inspire family picnics and get-togethers for years to come. The project is one of more than 50 playgrounds (#HumanaBuilds) being

built by Humana, the Humana Foundation, and KaBOOM! across the U.S. over four years to show communities that **#playmatters**.

#### **VISUALS:**

- Before-and-after shots of the site
- Volunteers assembling brightly-colored playground equipment
- Installation of exercise stations, picnic tables, walking paths, etc.
- Ribbon-cutting ceremony to dedicate the playground

#### **AVAILABLE FOR INTERVIEWS:**

- **Scott Stedman**, Humana Inc.
- **Council Member Karin Uhlich**, City of Tucson
- **Michele Brubaker**, Lend a Hand Tucson
- **Dominique Freeman**, KaBOOM!

#### **About the City of Tucson**

Tucson Parks and Recreation operates a range of facilities devoted to providing a wealth of health, recreation, leisure and education opportunities. Recreation and leisure programming and special events offered within and outside of these facilities work to enrich the lives of all people.

#### **About Lend a Hand Tucson**

Lend A Hand Senior Assistance, Inc. is a growing coalition of central Tucson neighborhoods, faith-based communities, and business partnerships. We are a 501(c)(3) non-profit organization and a member of the Neighbors Care Alliance (NCA), a program administered through Pima Council on Aging (PCOA). Working together we provide free services to senior neighbors helping them stay in their homes as long as possible

#### **About Humana**

Humana Inc., headquartered in Louisville, Ky., is a leading health and well-being company focused on making it easy for people to achieve their best health with clinical excellence through coordinated care. The company's strategy integrates care delivery, the member experience, and clinical and consumer insights to encourage engagement, behavior change, proactive clinical outreach and wellness for the millions of people Humana serves across the country. More information regarding Humana is available to investors via the Investor Relations page of the company's web site at [www.humana.com](http://www.humana.com), including copies of:

- Annual reports to stockholders
- Securities and Exchange Commission filings
- Most recent investor conference presentations
- Quarterly earnings news releases
- Replays of most recent earnings release conference calls
- Calendar of events (including upcoming earnings conference call dates and times, as well as planned interaction with research analysts and institutional investors)
- Corporate Governance information

#### **About KaBOOM!**

KaBOOM! is the national non-profit dedicated to bringing balanced and active play into the daily lives of all kids, particularly those growing up in poverty in America. Since 1996, KaBOOM! has collaborated with partners to build, open or improve nearly 16,000 playgrounds, engaged more than one million volunteers and served 7.4 million children. KaBOOM! creates great places to play, inspires communities to promote and support play, and works to drive the national discussion about the importance of play in fostering healthy lives and communities. To learn why #playmatters: visit [kaboom.org](http://kaboom.org) or join the conversation at [twitter.com/kaboom](https://twitter.com/kaboom) or [facebook.com/kaboom](https://facebook.com/kaboom).

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