



USA TODAY and Gannett Kick-off the 2015 US Young Lions Competitions, Adding New PR Competition to the Launch

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MCLEAN, Va.--(BUSINESS WIRE)--Jan. 20, 2015-- USA TODAY and Gannett Co., Inc. (NYSE: GCI), official US representative to the Cannes Lions International Festival of Creativity, today announced the kickoff of the 2015 US Young Lions competitions. The Young Lions competitions offer young creative minds from around the world an opportunity to compete against each other and showcase their talent globally.

In addition to the Cyber, Film, Media and Print categories, USA TODAY and Gannett will be launching a new US PR Young Lions competition with the support of the PR Council. The winning US teams will be sponsored to compete in the Global Young Lions Competitions, which will take place during the week of the Cannes Lions International Festival of Creativity. The Festival is considered the largest gathering of worldwide advertising professionals, designers, digital innovators and marketers. The 2015 US Young Lions competitions are open to teams of two young professionals 28 years old or under who are employed by an advertising company or agency, or media company in the US.

All registration and competition details can be found at canneslions.usatoday.com. The deadline for registration is February 12, 2015 at 6:00 pm ET. The competitions will run from January through May. The Cannes Lions International Festival of Creativity will be held June 21-27, 2015, in Cannes, France.

Participating US Young Lion Sponsors include: DigitasLBi for Cyber; Pereira & O'Dell for Film, Spark for Media, and the PR Council for PR. USA TODAY sponsors the Print competition.

About USA TODAY

USA TODAY is a multi-platform news and information media company. Founded in 1982, USA TODAY's mission is to serve as a forum for better understanding and unity to help make the USA truly one nation. Through its unique visual storytelling, USA TODAY delivers high-quality and engaging content across print, digital, social and video platforms. An innovator of news and information, USA TODAY reflects the pulse of the nation and serves as the host of the American conversation – today, tomorrow and for decades to follow. USA TODAY, the nation's number one newspaper in print circulation with an average of nearly 1.8 million daily, and USATODAY.com, an award-winning newspaper website launched in 1995, reach a combined 6.6 million readers daily. USA TODAY is a leader in mobile applications with more than 16 million downloads on mobile devices. USA TODAY is owned by Gannett Co., Inc. (NYSE: GCI).

About Gannett

Gannett Co., Inc. (NYSE: GCI) is an international media and marketing solutions company that informs and engages more than 110 million people every month through its powerful network of broadcast, digital, mobile and publishing properties. Our portfolio of trusted brands offers marketers unmatched local-to-national reach and customizable, innovative marketing solutions across any platform. Gannett is committed to connecting people – and the companies who want to reach them – with their interests and communities. For more information, visit www.gannett.com.

Source: Gannett Co., Inc. and USA TODAY

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