# Simon, Humana Step Forward to Build Healthier Communities

August 14, 2025

*Humana Walking Club will foster community engagement at Simon centers across the country and encourage healthier lifestyles*

INDIANAPOLIS, Aug. 14, 2025 /PRNewswire/ -- Simon®, a real estate investment trust engaged in the ownership of premier shopping, dining, entertainment and mixed-use destinations, today announced a new initiative with health and well-being company Humana to enable health, inspire physical activity and foster connectivity.

Working in collaboration with Simon Media & Experiences, the company's media division, Humana will implement a multi-faceted program at 21 Simon centers across the country to invite community members to get moving and get healthy with the Humana Walking Club. Guests will have opportunities to participate in organized mall walks, join fun challenges, and connect with others. There is no cost to participate, and events will be held monthly before mall opening hours. More details can be found here.

"At Simon shopping destinations across the country, visitors of all ages come together to eat, shop, play – and, yes, exercise," said Chip Harding, Executive Vice President of Simon Media & Experiences. "With our physical and digital reach Simon fosters meaningful connections between companies and consumers in ways no other platform can. This program evolved organically from visitors coming together at Simon centers to walk and exercise in a safe, climate-controlled environment. We look forward to working with Humana to implement their Humana Walking Club program so our shoppers – and our mall walkers! – can take action to lead healthier lives."

With a specific focus on reaching older adults, Humana's program will be amplified through customized space, media and digital assets throughout the participating properties, as well as Humana-branded informational kiosks. Simon's position as both a premier shopping destination and omnichannel marketing leader will provide Humana with measurable insights into consumer preferences and trends throughout the program.

The Humana Walking Club will initially run from August through December 2025.

"At Humana, we believe movement is medicine – and that staying active is one of the most powerful ways to support longevity, vitality and connection," said Tracy Nolan, Senior Vice President and leader of Humana's MarketPoint organization. "Through initiatives like the Humana Walking Club, we're proud to help community members take meaningful steps toward healthier lives, together."

With its focus on delivering value through actionable consumer insights and integrated marketing solutions, Simon Media & Experiences offers retailers and brands highly targeted, efficient ways to connect with shoppers that include everything from unique in-person experiences to cutting-edge omnichannel advertising campaigns.

**About Simon**

Simon® is a real estate investment trust engaged in the ownership of premier shopping, dining, entertainment and mixed-use destinations and an S&P 100 company (Simon Property Group, NYSE: SPG). Our properties across North America, Europe and Asia provide community gathering places for millions of people every day and generate billions in annual sales.

**About Humana**

Humana Inc. is committed to putting health first – for our teammates, our customers, and our company. Through our Humana insurance services, and our CenterWell health care services, we strive to make it easier for the millions of people we serve to achieve their best health – delivering the care and service they need, when they need it. These efforts are leading to a better quality of life for people with Medicare, Medicaid, families, individuals, military service personnel, and communities at large. Learn more about what we offer at Humana.com and at CenterWell.com.

View original content to download multimedia:https://www.prnewswire.com/news-releases/simon-humana-step-forward-to-build-healthier-communities-302530194.html

SOURCE Simon

Nicole Kennon, Director, PR and Communications, nkennon@simon.com