



REBUILDING AMERICA

Americans are looking for a path forward.

No one saw this coming. Lives and livelihoods have been upended. In a time when people craved answers and guidance they trusted in us. In March, **173 million Americans turned to our local sites and USA TODAY** for not only news, but also for comfort, security and information to help stay safe and healthy.

As states and cities begin to reopen their respective economies, The USA TODAY NETWORK is in an ideal position to be the powerhouse platform telling the story of America's rebuilding economy and our uniquely local experiences.



Local Trust. National Scale.

During this time, more Americans than ever are relying on us for the latest updates and impact on local services and businesses. In fact, **58% say they are seeking out more local news than they did before the crisis.**



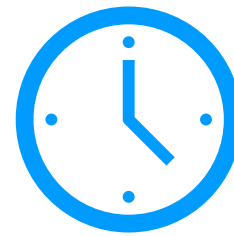
81%
INCREASE

**UNIQUE
VISITORS**



51%
INCREASE

**PAGE
VIEWS**



104%
INCREASE

**ENGAGED
MINUTES**



79%
INCREASE

**SOCIAL
INTERACTION**



84%
INCREASE

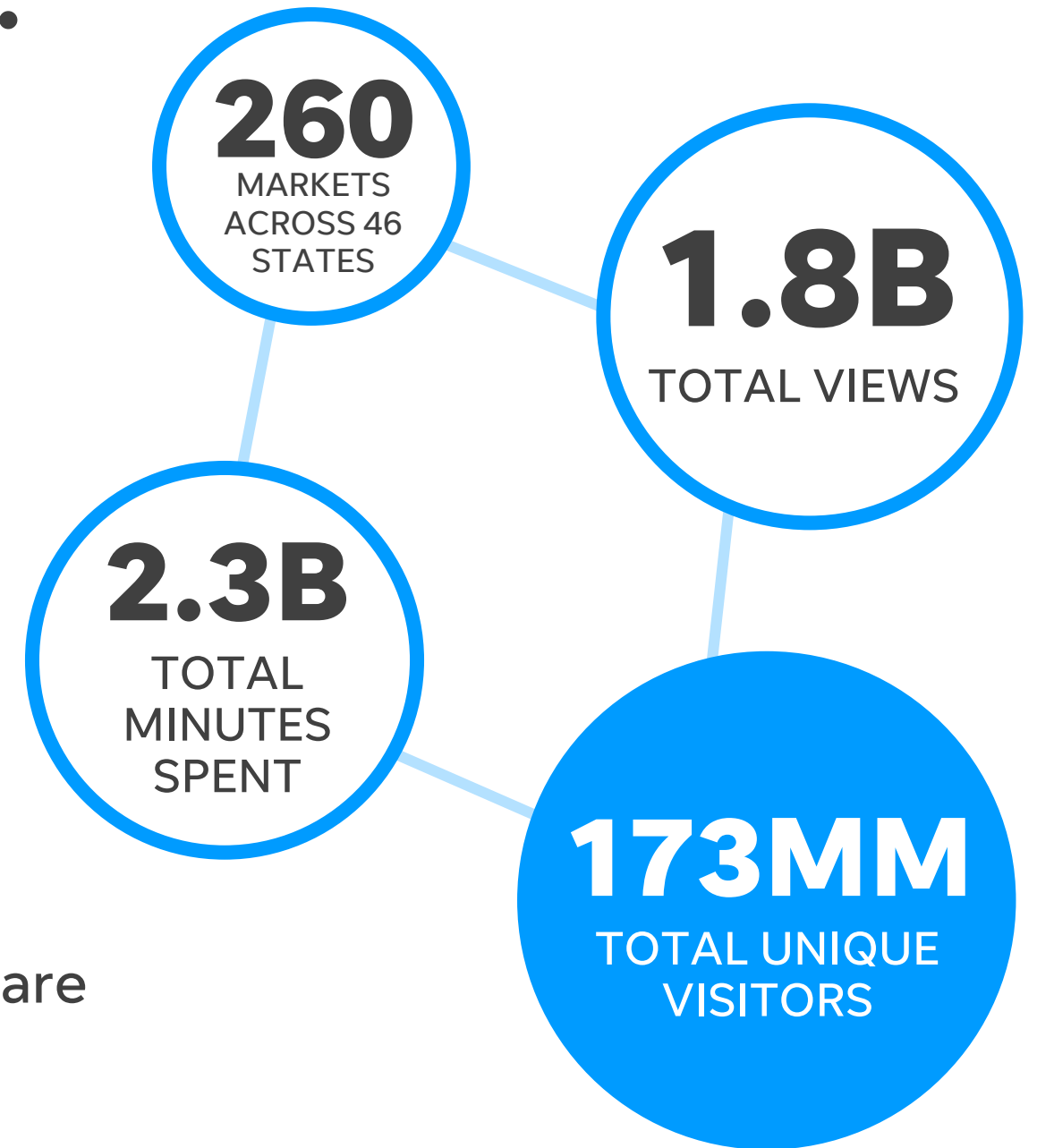
**NEW
VISITORS**

Our NETWORK is our superpower.

Unlike any other media organization, we combine the national exposure of USA TODAY with 260 local digital properties across 46 states. Our journalists live, work and thrive in these communities, providing coverage of the entire nation across every platform.

No one else can tell this story. And no one else has the multi-channel platform or distribution network that reached 6 in 10 Americans in March, 2020. We do.

Our local brands are the fabric of our communities. We are at our best when our communities need us most.





REBUILDING AMERICA

Launching May 31

Rebuilding American life and business.

On Sunday, May 31, Rebuilding America will go live across our **expansive digital network** including usatoday.com, and be the focus of that day's print edition in **260 local publications** across the country.

On that Sunday, readers will find **similar front pages**, stories and video across all 260 markets, as well as national and local **editorial endorsements** in support of local business.

A young woman with long brown hair, wearing a light blue denim jacket over a white shirt, is looking down at a wooden railing. The background is blurred, showing other people and what appears to be an outdoor setting.

**Stronger together.
As a community
leader, your voice
is vital.**

There's a growing desire to recharge America's economy. It's time to welcome our community back.

Join the movement and be part of a powerful local-to-national conversation and event engaging hearts and minds across 260 communities.

- We are asking local organizations like yours to join us as a community champion and help spread the word about the Rebuilding America project launching May 31, 2020.
- The ask is simple. Amplify our message within your ranks via member communications or other promotional channels.
- As we get closer to the May 31 event, we will provide you with promotion assets to use at your discretion; including a press release, emails, submission briefs and graphics.



Can we count on your support?

LET'S TALK.



**REBUILDING
AMERICA**

