



December 1, 2015

## **Groupon Celebrates #GivingTuesday by Teaming Up with Operation Warm to Provide New Winter Coats to Families in Need**

*Shoppers can contribute by donating \$1 to Operation Warm at [Groupon.com](http://Groupon.com), and receive \$10 off their purchase of a Groupon local deal*

*The Chicago-based company kicked off the holiday season with a surprise Winter Wonderland event for local families in need*

CHICAGO--(BUSINESS WIRE)-- As a founding partner of #GivingTuesday, Groupon is celebrating the event for the fourth year in a row by working with Operation Warm to help provide new winter coats to families in need across the country. Groupon customers can donate at <http://gr.pn/givingtuesday>, and customers who give \$1 today will also receive \$10 off their next local Groupon deal (minimum \$25 purchase; valid today only)\*. Regular donations can be made through the end of the year. All contributed funds will go directly to Operation Warm, and for every \$20 raised, Operation Warm can purchase and distribute a new winter coat for one child in need.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20151201006202/en/>

"Our motto is 'more than a coat,' and I like to say we bring happiness and warmth to children through a new winter coat," said Rich Lalley, Executive Director of Operation Warm. "When they get a brand new winter coat all their own ... they feel better about themselves, and when they feel better about themselves, children perform better in school."

The donations from Groupon users, in addition to Groupon's \$25,000 initial contribution, will help Operation Warm reach its goal of providing over 300,000 children with coats this year. Operation Warm works directly with manufacturers to obtain quality new coats at cost. The coats are then distributed at events across the country in low-income housing areas and community centers.

Deeply rooted in local communities, Groupon kicked off the holiday season by working with Operation Warm to arrange a special event in its hometown of Chicago. More than 50 Chicago families in need were invited to pick up new coats for their children, but upon arrival, they were escorted into a Winter Wonderland bursting with wintertime decorations, family activities, cookie decorating stations and piles of presents, fulfilling each family's entire wish list of gifts. This behind-the-scenes video: <http://gr.pn/1NmihBk> depicts the entire experience, from creation to the big reveal.

The entire Groupon Gift Shop can be found at [www.groupon.com/gifts](http://www.groupon.com/gifts).

\*Valid on 1 unit per transaction; max 1 use per customer. Minimum \$25 purchase. 12/1 only. Exclusions apply. Full details: [gr.pn/promofaq](http://gr.pn/promofaq).

### **About Groupon**

Groupon (NASDAQ: GRPN) is a global leader of local commerce and the place you start when you want to buy just about anything, anytime, anywhere. By leveraging the company's global relationships and scale, Groupon offers consumers a vast marketplace of unbeatable deals all over the world. Shoppers discover the best a city has to offer on the web or on mobile with Groupon Local, enjoy vacations with Groupon Getaways, and find a curated selection of electronics, fashion, home furnishings and more with Groupon Goods.

Groupon is redefining how traditional small businesses attract, retain and interact with customers by providing merchants with a suite of products and services, including customizable deal campaigns, credit card payment processing capabilities, and point-of-sale solutions that help businesses grow and operate more effectively. To search for great deals or subscribe to Groupon emails, visit [www.Groupon.com](http://www.Groupon.com). To download Groupon's top-rated mobile apps, visit [www.groupon.com/mobile](http://www.groupon.com/mobile). To learn more about the company's merchant solutions and how to work with Groupon, visit [www.GrouponWorks.com](http://www.GrouponWorks.com).

### **About Operation Warm**

Operation Warm is a nationally active charity focused on bringing happiness and warmth to low-income children through the gift of brand new winter coats. Working with various foundations, organizations, schools, non-profit agencies, and labor unions who fund and distribute over 325,000 new coats each year, children across the United States are empowered to attend school with

pride and play outside on cold winter days. Coats are manufactured to Operation Warm's high-quality specifications in the United States and offshore. Since beginning in 2002, 2 million children have received the gift of a brand new Operation Warm winter coat. Learn more at [www.operationwarm.org](http://www.operationwarm.org).

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