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Groupon Grassroots Kicks Off Nationwide Back-to-School Blitz, Supports 22 Campaigns Rooted in Education

CHICAGO--(BUSINESS WIRE)-- Groupon Grassroots (www.grassroots.groupon.com) launches a series of academic-inspired campaigns aimed to support local educational efforts in communities all over the nation. Beginning Monday the 30th through Tuesday, August 7th, Groupon subscribers can pledge donations to any of 21 local organizations and one national project to make an immediate impact in their neighborhood.

Each campaign showcases educational projects such as supporting scholarships, children's dance classes, walking science tours, nutritious school lunches, arts in schools, miscellaneous supplies and anti-bullying workshops. Campaigns will be available on Groupon city deal pages within each participating market, identifiable with a "Great Cause" tag, as well as in the Groupon Grassroots gallery at <http://www.groupon.com/promos/grassroots>. Communities supported include:

- Athens, Ga.
- Chicago
- Cleveland
- Denver
- Jacksonville, Fla.
- Las Vegas
- Louisville
- Los Angeles
- Milwaukee
- New Haven, Conn.
- New York, N.Y.
- Orange County, Calif.
- Philadelphia
- Phoenix
- Portland, Or.
- Reno
- San Francisco
- Seattle
- St. Louis
- Tucson

"Gearing up for a new school year is a daunting task for many families and communities with tight budgets and lacking resources," said Patty Huber, Manager of Groupon Grassroots. "We look forward to partnering with these organizations who are often overlooked, garnering support and producing tangible impact in classrooms."

Once the campaigns 'tip' by meeting the minimum purchase threshold, 100 percent of the donations go directly to the organization, with Groupon absorbing all credit card fees.

About Groupon Grassroots

Groupon Grassroots, launched in July 2010 in Chicago as G-Team, features local campaigns nationwide, enabling Groupon followers to do good, have fun, and make a real impact in their communities. Groupon Grassroots uses collective action to gather support for worthwhile causes and produce tangible results for local organizations. To learn more about Groupon Grassroots and how to become a featured organization, visit <http://grassroots.groupon.com>. To subscribe to Groupon, visit <http://www.groupon.com>.

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