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Groupon and Bronzeville Retail Initiative Present Exclusive 'Explore Bronzeville' Neighborhood Collection

Historic local community taps Chicago ecommerce giant to highlight diverse business offerings

CHICAGO--(BUSINESS WIRE)-- Chicago-based Groupon (www.groupon.com) and the Bronzeville Retail Initiative today announced the launch of 'Explore Bronzeville' (<http://www.groupon.com/bronzeville>) -- a neighborhood-wide Groupon promotion featuring experiences from more than 15 local businesses. The Bronzeville merchants, whose offerings range from mouthwatering restaurants to fun things to do, are simultaneously running promotions with Groupon to help drive greater Chicagoland awareness of everything to eat, see, do and buy in their historic neighborhood.

Also, as part of the Explore Bronzeville collection Groupon is offering the ability to donate \$10 to The Renaissance Collaborative (<https://www.groupon.com/deals/the-renaissance-collaborative>) to help provide housing and jobs to the homeless population of Bronzeville and the city of Chicago.

"What makes our city's 77 neighborhoods unique and special are the amazing local businesses that line their streets and create hubs, energy and connections for their communities," said Aaron Cooper, senior vice president of North America Services, Groupon. "As a local company, we're thrilled to feature an entire collection of merchants from one of our city's most historic areas because when these local businesses thrive, neighborhoods win."

"Groupon's hyperlocal marketing approach is just the spark needed to present the Bronzeville neighborhood to the greater community of Chicago," Patricia Abrams, executive director, The Renaissance Collaborative and Bronzeville Retail Initiative. "Their intimate and individual consultations, along with a robust set of mobile tools, will give the businesses in our area a great and inexpensive way to attract and retain new customers. We're glad to have a champion in Groupon."

Businesses featured in the Explore Bronzeville collection include:

- | [Bronzeville Jerk Shack](#)
- | [Brown Derby Jazz Revue](#)
- | [Yassa African Restaurant](#)
- | [Forever Yogurt](#)
- | [The Renaissance Collaborative](#)
- | [Chicago's Home of Chicken & Waffles](#)
- | [Chicago Playpen](#)
- | [Simply Soups, Salads, and Sandwiches](#)
- | [Tangible Things](#)
- | [Harold's Chicken Shack](#)
- | [Some Like it Black Creative Bar & Cafe](#)
- | [Bronzeville/Lakeshore Pamper Suite](#)
- | [Lashed By Kris](#)
- | [Success Barber Salon](#)
- | [Armour Salon - Kyeisha Richardson](#)
- | [RocNStyles Beauty Loft](#)
- | [Combat Zone](#)
- | [Full Video Production Services](#)

In addition to the collection, Groupon is also providing impact grants for four merchant pop-up events taking place the third

weekend of each month from June through September. The goal of the pop-up events is to showcase the creative potential of vacant storefronts in Bronzeville by activating a space and incubating emerging entrepreneurs. Each event will feature 4-10 local merchants with the goal of drawing residents and visitors to the space.

To visit the entire Explore Bronzeville Groupon collection, shoppers can visit <http://www.groupon.com/bronzeville>.

About Groupon

Groupon (NASDAQ: GRPN) is building the daily habit in local commerce, offering a vast mobile and online marketplace where people discover and save on amazing things to do, see, eat and buy. By enabling real-time commerce across local businesses, travel destinations, consumer products and live events, shoppers can find the best a city has to offer.

Groupon is redefining how small businesses attract and retain customers by providing them with customizable and scalable marketing tools and services to profitably grow their businesses.

To download Groupon's top-rated mobile apps, visit www.groupon.com/mobile. To search for great deals or subscribe to Groupon emails, visit www.groupon.com. To learn more about the company's merchant solutions and how to work with Groupon, visit www.groupon.com/merchant.

About Bronzeville Retail Initiative

In 2008 the Bronzeville Alliance formed as a group of Bronzeville Residents and organizations committed to the economic, social and cultural redevelopment of the historic community commonly and affectionately known as Bronzeville. The Alliance brings together a variety of stakeholders to develop coordinated strategies addressing five key issue areas: crime and grime; education and training; green jobs, health, and the environment; housing; and retail, hospitality, tourism, and transportation. Recognizing the need for targeted, strategic retail recruitment and retention, the Alliance created the Bronzeville Retail Initiative (BRI) in 2009.

The goal of BRI is to facilitate the development of vibrant, walkable, retail corridors that build on Bronzeville's rich retail and entertainment history, while serving the needs of modern-day residents and destination shoppers and providing local employment and ownership opportunities.

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