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## Groupon Grassroots Launches International Environmental Campaign with WWF

*Global initiative will expand the company's philanthropic program to dozens of new nations*

CHICAGO--(BUSINESS WIRE)-- Today Groupon Grassroots ([grassroots.groupon.com](http://grassroots.groupon.com)), [Groupon's](http://Groupon.com) (NASDAQ: GRPN) leading social innovation program, is partnering with [WWF](http://WWF.org) to globally address a common cause - the environment - by launching more than 20 campaigns around the world. The expansion of [Groupon Grassroots](http://Groupon Grassroots) will enable people everywhere to discover local causes, rally together and lend a helping hand; you can find all of the participating countries and contribute here: [www.groupon.com/wwf](http://www.groupon.com/wwf).



The US campaign is focused on saving black-tailed prairie dogs. Credit to: (C) WWF / Troy Fleece

Campaigns will be tailored by region and local needs; the US campaign is focused on saving black-tailed prairie dogs (at <http://www.groupon.com/deals/world-wildlife-fund-1>), and those around the world will span a variety of initiatives, including: Amazon preservation, Mediterranean beach cleanup and protecting animals such as turtles on the Great Barrier Reef, seals, bears and jaguars (along with their habitats).

The countries included are:

- Argentina
- Australia
- Belgium\*
- Brazil
- Chile
- Colombia
- Denmark
- France
- Greece
- Italy
- New Zealand
- Philippines
- Poland
- Romania
- Russia
- Singapore
- South Africa
- Spain
- Sweden
- Taiwan\*
- Turkey
- Ukraine
- United Arab Emirates
- USA

"Groupon Grassroots represents the genesis of Groupon and the company's core mission of creating local impact through collective action," said Patty Morrissey, head of Social Innovation at Groupon. "Groupon's massive international presence allows us to unify this mission globally, and kicking it off with WWF promises to have a spectacular impact."

"WWF is honored to be the inaugural partner of Groupon Grassroots' efforts to inspire change on a global scale," said Terry Macko, Senior Vice President of Communications and Marketing at WWF-US. "For one week people from all over the world will have the opportunity to join together to support a local conservation effort, and in turn help further WWF's global mission to protect the future of nature. This spirit of collaboration is essential to our success."

\*Project is not related to WWF

### **About Groupon**

[Groupon](http://Groupon.com) (NASDAQ: GRPN) is a global leader in local commerce, making it easy for people around the world to search and discover great businesses at unbeatable prices. Groupon is reinventing the traditional small business world by providing

merchants with a suite of products and services, including customizable deals, [payments processing](#) capabilities and [point-of-sale solutions](#) to help them attract more customers and run their operations more effectively. By leveraging the company's global relationships and scale, Groupon offers consumers incredible deals on the best stuff to eat, see, do, and buy in 48 countries. With Groupon, shoppers discover the best a city has to offer with [Groupon Local](#), enjoy vacations with [Groupon Getaways](#), and find a curated selection of electronics, fashion, home furnishings and more with [Groupon Goods](#). To subscribe to Groupon emails, visit [www.Groupon.com](http://www.Groupon.com). To learn more about the company's merchant solutions and how to [work with Groupon](#), visit [www.GrouponWorks.com](http://www.GrouponWorks.com).

### **About WWF**

WWF is the world's leading conservation organization, working in 100 countries for half a century. With the support of almost five million members worldwide, WWF is dedicated to delivering science-based solutions to preserve the diversity and abundance of life on Earth, halt the degradation of the environment and combat climate change. Visit [www.worldwildlife.org](http://www.worldwildlife.org) to learn more.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130610005934/en/>

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