

Groupon Launches Baby2Baby Campaign with Chance to Win Epic Trip to Star-Studded Gala and Meet and Greet with Jessica Alba

Each contribution to Baby2Baby campaign automatically enters donor into sweepstakes

CHICAGO--(BUSINESS WIRE)-- Groupon (NASDAQ: GRPN) (<http://www.groupon.com>) today launched a campaign to raise funds for [Baby2Baby](#), the organization dedicated to providing basic necessities like diapers, cribs, strollers and clothing for low-income children. Every \$10 contribution automatically enters contributors into a sweepstakes* to win an epic trip to Los Angeles to attend the Baby2Baby gala and get a meet and greet with Jessica Alba.



"As a Baby2Baby board member, ambassador and mother, it means so much to me that Baby2Baby wants to give every child a chance to thrive," said Jessica Alba, actress and founder of The Honest Company. "Providing basic necessities like diapers, cribs, strollers and clothing for low-income children up to 12 years old allows parents to focus on what's important: keeping their children healthy and happy."

"We are incredibly excited to be working with Groupon on such an innovative fundraising concept," said Norah Weinstein, co-president of Baby2Baby. "We believe Baby2Baby and Groupon are redefining how non-profit organizations work with corporate sponsors to benefit both parties end-goals. Our goal, of course, is to provide all of the basic necessities to low-income children that every child deserves."

"We are thrilled to partner with Baby2Baby and Jessica Alba, in her role as a Baby2Baby Ambassador, to drive awareness and support for this great organization," said Rajen Ruparell, SVP of Global Partnerships for Groupon. "Groupon strives to offer new and exciting opportunities through our platform and this exclusive sweepstakes accomplishes just that. Please join Groupon in donating to Baby2Baby and make a difference in the lives of deserving children."

On Saturday Nov. 8, Baby2Baby is hosting a black tie gala presented by Tiffany & Co., in Los Angeles. The gala includes cocktails, dinner and a surprise musical performance, and honors actress Kate Hudson.

One sweepstakes winner will receive:

- Two VIP tickets to the Baby2Baby Gala
 - Private meet and greet with Jessica Alba
 - 45-minute spa service for two at [The Montage Spa](#)
 - Coach airfare for two from anywhere in the continental U.S. to Los Angeles, departing Friday, Nov. 7 and returning Sunday, Nov. 9
- Two-night stay at the [Montage Beverly Hills](#) hotel in a deluxe guest room
 - Ground transportation from L.A. airport to the hotel and from the hotel back to L.A. airport

Groupon launched a campaign to raise funds for Baby2Baby and a sweepstakes to win an epic trip to Los Angeles to attend the Baby2Baby gala and get a meet and greet with Jessica Alba. (Photo: Business Wire)

The winner of the sweepstakes will be drawn randomly on Oct. 23, 2014.

In association with the Baby2Baby campaign and sweepstakes, Groupon is featuring a [special collection](#), which includes products from The Honest Company, Munchkin, Shutterfly ThisLife, Radio Flyer, Ella's Kitchen, Plan Toys, Goldie Blox, Wildkin and Buca di Beppo.

About Baby2Baby

Baby2Baby, a non-profit organization led by Co-Presidents Kelly Sawyer Patricof and Norah Weinstein, provides low-income children, ages 0-12, with diapers, clothing and all the basic necessities that every child deserves. By distributing new and gently used items to over 60 non-profit partner organizations including homeless and domestic violence shelters, Head Start programs and children's hospitals, Baby2Baby will serve over 80,000 children this year and to date the organization has distributed more than 5 million diapers. Baby2Baby board members include Jessica Alba, Nicole Richie, Julie Bowen, Drew Barrymore, Molly Sims and Rachel Zoe. To learn more about Baby2Baby please visit www.baby2baby.org.

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. To download Groupon's five-star mobile apps, visit www.groupon.com/mobile. To learn more about the company's merchant solutions and how to work with Groupon, visit www.GrouponWorks.com.

*No donation is necessary to enter or win, and a donation will not increase your chances of winning. To enter without donation, you must go to www.groupon.com/pages/baby2babyalbasweeps. See [Official Rules](#) for additional requirements. Odds of winning depend on the total number of entries received. Void where prohibited by law. Sweepstakes only open to legal residents of the 48 continental U.S. or D.C., 18+ who pass a background check. Entry period ends: 11:59 p.m. CST on 10/22/14. ARV of prize: \$4,700. Sponsor: Groupon, Inc., 600 West Chicago Avenue, Ste. 400, Chicago, IL 60654.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20141016005770/en/>

Press Contact:

Groupon
Tim DeClaire, 312-459-5720
tdeclaire@groupon.com

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