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## Close the Gift Gap: Groupon Launches Petition Calling for an End to the Deplorable 33% Disparity Between Father's and Mother's Day Gifts

*In an effort to fix the corrupt and unfair system that devalues Dad, Groupon takes a firm, public stance for equal gifting. Period.*

CHICAGO--(BUSINESS WIRE)-- In honor of Father's Day this coming Sunday, Groupon has launched a petition calling for an end to the 33 percent gift gap due to people spending less on Dad for Father's Day than they do on Mom for Mother's Day. According to the National Retail Federation, shoppers spend an average of \$172.63 on Mother's Day<sup>1</sup>, while Dad only gets \$115.57<sup>2</sup> for Father's Day--**a difference of \$57.06 or 33 percent less.**

This Smart News Release features multimedia. View the full release here:  
<http://www.businesswire.com/news/home/20150617005804/en/>

"Father's Day should never, ever be merely an afterthought, and that's precisely why we've decided to take a stand, providing people with the resources they need to make this movement a reality," said John Referlockel, fairness-expert-in-residence, Groupon. "After all, Dad let you do what you wanted even when Mom said no, chased away your prom date and walked you down the aisle. He's definitely worth an additional \$60."

In an effort to help eliminate the Dad and Mom gap, Groupon is offering a number of unbeatable gifts (<http://bit.ly/1KEcuTz>) that will leave you with no excuse not to treat both parents equally. Some of the gap-closing gifts that Dads are sure to love this Father's Day, include:

- **Food and Drink** - [beer](#) and [wine](#) tastings and mouth-watering experiences at the [best restaurants](#)
- **Sports and Experiences** - [golf packages](#) at the finest courses, [helicopter](#), [jet ski](#), [extreme race car driving](#) experiences and [paintball excursions](#)
- **Tech and Gadgets** - cool electronics, accessories and software such as [GoPro Hero4 Camera](#), [Beats iBeats In-Ear Headphones](#) and [Rosetta Stone](#)
- **Photos and Personalized Gifts** - help Dad capture old and new memories with [photo sessions](#), personalized printed products and custom photo canvases.

To view the complete Groupon Father's Day Gift Shop, please visit [here](#) or the Father's Day tab in the Groupon mobile app.

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### Groupon's Gift Experts

The Gift Experts are just that: Groupon's resident gift-giving experts. They possess a wealth of knowledge on all things Groupon gifting and how to deal with the toughest people to buy for throughout the year. The Gift Experts are currently touring the country to appear on local television networks and radio shows, all in an effort to help gift shoppers everywhere. To book a Gift Expert for an interview, email [press@groupon.com](mailto:press@groupon.com).

### 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).

<sup>1</sup><https://nrf.com/media/press-releases/families-spending-more-ever-mom-according-nrf-survey>

<sup>2</sup><https://nrf.com/media/press-releases/fathers-day-spending-reach-127-billion-according-nrf-survey>

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