

Groupon Offers Chance to Win Epic Trip to Sesame Street with Behind-the-Scenes Tour

Each \$10 Donation to Sesame Workshop's Autism Initiative Enters Contributors into Sweepstakes

CHICAGO--(BUSINESS WIRE)-- Groupon (NASDAQ: GRPN) (<http://www.groupon.com>) today announced a campaign to raise funds for [Sesame Workshop](#), the nonprofit educational organization behind *Sesame Street*, to support development of a new autism initiative, "See Amazing in All Children." The Workshop's project is being designed to help the general public develop an understanding of children with autism and demonstrate the commonalities that all children share.



In association with the campaign, Groupon has also launched a [sweepstakes](#) with a chance to win a trip to New York City to attend a live taping of *Sesame Street* and get a behind-the-scenes tour.* Contributors who donate to the campaign are automatically entered into the sweepstakes.

"Sesame Street has a long history of addressing diversity and reducing stigma," said Sherrie Westin, Chief Marketing Officer of Sesame Workshop. "This initiative aims to promote acceptance and inclusion by highlighting the commonalities children with autism share with all children. Thanks to Groupon, who will help us raise funds to support these efforts, we will be able to leverage the power of our engaging Muppets to bring this message to children, families, and communities."

Groupon today announced a campaign to raise funds for Sesame Workshop, the nonprofit educational organization behind Sesame Street, to support development of a new autism initiative, "See Amazing in All Children." The campaign includes a sweepstakes with a chance to win a trip to New York City to attend a live taping of Sesame Street and get a behind-the-scenes tour. (Photo: Business Wire)

a natural extension of *Sesame Street's* longstanding efforts to help all children grow up smarter, stronger, and kinder.

Sesame Workshop is also working to develop digital media tools for families of children with autism to help establish everyday routines for brushing teeth, trying new food, and playing with others. "See Amazing in All Children" is a

An accompanying [video](#) was produced in partnership with Mashable, a leading source for news, information & resources for the Connected Generation, to support the Groupon campaign and Sesame Workshop and to help spread awareness about autism.

The sweepstakes prize includes:

- Behind-the-scenes tour of *Sesame Street* during a live taping at Kaufman Astoria Studios
- An original drawing of the winner with the loveable and furry Muppets drawn by a *Sesame Street* artist
- \$400 dining credit at Bobby Van's Steakhouse
- Round trip coach airfare for four to New York
- Three-night stay at [Doubletree by Hilton Metropolitan New York](#) in deluxe room with two queen-size beds
- Round-trip ground transportation to and from a New York airport to hotel, as well as to and from the studio tour

Sesame Street experience will take place in February at time agreed upon by both winner and Sesame Workshop. The winner of the sweepstakes will be randomly drawn on Monday, Nov. 24.

Make sure to follow "Mashable" and "Groupon.com" on Snapchat to get an exclusive "hello" and story from Grover today.

About Sesame Workshop

Sesame Workshop is the nonprofit educational organization behind *Sesame Street* which reaches 156 million children across [more than 150 countries](#). The Workshop's mission is to use the educational power of media to help all children reach their highest potential. Delivered through a variety of platforms, including television programs, digital experiences, books and community engagement, its research-based programs are tailored to the needs of the communities and countries they serve, helping children everywhere grow smarter, stronger and kinder. For more information, visit us at www.sesameworkshop.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.

[1] Centers for Disease Control and Prevention (CDC). Prevalence of Autism Spectrum Disorders Among Children Aged 8 Years - Autism and Developmental Disabilities Monitoring Network, 11 Sites, United States, 2010. Morbidity and Mortal Weekly Report (MMWR) 2014; Vol. 63(2).

**No donation is necessary to enter or win, and a donation will not increase your chances of winning. Limit 5 entries per person per day. To enter without donation in the US, you must handwrite on a 3x5 card labeled "Groupon's Sesame Street Sweepstakes Entry" your full name, country of residence, home and daytime telephone number (including area code), e-mail address and confirmation that you are at least 18 years old or the age of majority (all of which must be legible) and mail it with proper postage to: "Attention: Groupon's Sesame Street Sweepstakes Entry", Groupon, Inc., 600 West Chicago Avenue, Ste. 400, Chicago, IL 60654. To enter without donation in the Canada, you must go to <http://www.groupon.com/pages/sesame-street-entry> and fill out the entry form. 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 50 U.S., D.C., Ontario, Canada and British Columbia, Canada, 18+. Entry period ends: 11:59 p.m. local time on 11/17/14. ARV of prize: \$4699. Sponsor: Groupon, Inc., 600 West Chicago Avenue, Ste. 400, Chicago, IL 60654.*

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20141111005954/en/>

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