

## Tens of Thousands of Shopkickers Shop to Fight Breast Cancer:

### Kicking for a Cause Awards \$50,000 to National Breast Cancer Foundation

REDWOOD CITY, Calif. – August 23, 2017 – [Shopkick](#), the leading shopping rewards app, today announced [National Breast Cancer Foundation](#) (NBCF) as the winner of its *Kicking for a Cause* contest and the recipient of the \$50,000 donation. Tens of thousands of shoppers all around the country scanned, shopped and bought groceries, consumer packaged goods, home goods, clothes and more – putting the kicks they earned toward the better health of sisters, mothers, friends and grandmothers.

*Kicking for a Cause*, run across five weeks of summer, resulted in:

- **Premium Participation:** 75,103 Shopkick users took part in the cause
- **Massive Kicking:** More than 45 million total kicks were earned by program participants
- **Clear Winner:** NBCF earned 12,994,793 kicks, nearly 30% of the overall program earnings

Each organization was paired with an online influencer to help promote the cause. High School Musical star KayCee Stroh was NBCF's team captain, encouraging her fans to join the effort. The top five charitable states in order of participation were Louisiana, Texas, Ohio, Illinois and North Carolina.

"We were blown away by our community's participation in *Kicking for a Cause*. It's clear how important giving is to our loyal users," said Bill Demas, CEO of Shopkick. "We're proud to award the \$50,000 donation to NBCF on behalf of our customers, to support their work in promoting the early detection of breast cancer, as well as educating and supporting people affected by the disease."

Launched in mid-July, Shopkick's *Kicking for a Cause* rallied users together to raise \$50,000 for one of five charities – AdoptAClassroom.org, American Red Cross, Feeding America, National Breast Cancer Foundation or Room to Read. Shopkickers competed for five weeks, earning kicks (Shopkick's reward currency) on behalf of their chosen team through simple actions like walking into stores, scanning products in-aisle, watching in-app content and uploading receipts.

"Thanks to Shopkick and their users for their support of our mission to help women now facing breast cancer," says NBCF Founder & CEO, Janelle Hail. "Their donation of \$50,000 will allow NBCF to provide thousands of free early detection and patient navigation services to women in need across America."

In addition to *Kicking for a Cause*, Shopkick users can donate their kicks at any time to fund rotating causes like Feeding America, American Red Cross and National Breast Cancer Foundation.

#### About Shopkick, Inc.

Shopkick is the leading shopping rewards app, bringing moments of joy to everyday shopping. For brands and retailers, we provide high consumer engagement along the entire path to purchase. Our unique pay for performance model has been proven to deliver high ROI, driving incremental foot traffic, visits to shelf, and sales. Some of our leading brand and retail partners include Best Buy, Clorox, Coty, GSK, Georgia Pacific, Marshalls, Nestle, Purina, TJ Maxx and Unilever, among others. Shopkick is available for free on the iPhone from the [App Store](#) and for Android from [Google Play](#).

#### About National Breast Cancer Foundation, Inc. ®

Recognized as one of the leading breast cancer organizations in the world, National Breast Cancer Foundation (NBCF) is Helping Women Now® by providing early detection, education and support services to those affected by breast cancer. A recipient of Charity Navigator's highest 4-star rating for twelve years, NBCF provides support through their [National Mammography Program](#), [Patient Navigation](#), [Beyond The Shock](#)®, [breast health education](#), and research programs. For more information, please visit [www.nbcf.org](http://www.nbcf.org).

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