

Shopkick Launches Kicking for a Cause

Shoppers Compete to Raise \$50,000 for Charity of Choice

REDWOOD CITY, Calif. – July 17, 2017 – [Shopkick](#), the fun and easy way to earn free gift cards for the shopping you already do, today launches Kicking for a Cause. Over the next five weeks, Shopkick is encouraging people to download the app, join a team and compete to raise \$50,000 for one of five charities – Adopt a Classroom, American Red Cross, Feeding America, National Breast Cancer Foundation or Room to Read.

“I love hearing stories of our customers using Shopkick to get free school supplies or help with holiday shopping,” said Bill Demas, CEO of Shopkick. “Our users are also highly active in their communities. This program is a way for them to have a major impact on causes that are important to them.”

Like Shopkick itself, the mechanics are simple: everyday moments turn into opportunities for donations. Here’s how it works:

- **Download Shopkick:** Simply [download](#) the FREE app.
- **Join a Team & Invite Friends:** Users select the charity team of their choice and can invite friends to support them; the bigger the team, the higher chance of winning.
- **Get Kicking:** Users compete to earn as many kicks as they can on behalf of their team through simple actions like walking into stores, scanning products in-aisle, watching in-app content and uploading receipts. The team with the most cumulative kicks by 11:59 p.m. EST Sunday, August 20, 2017 will earn the \$50,000 donation for its selected charity.
- **Dare to Double Down:** Users from all teams will have the opportunity to redeem and donate the kicks they earned to their charity of choice, regardless of whether their team won.

“Kicking for a Cause helps us make giving even more rewarding,” continued Demas. “It’s a way to help our user base raise money for charity in a fun and competitive way.”

The competition kicks off today with an influencer video challenge. The influencers, who will be earning kicks and challenging their fans to get involved, include Earls Family Vlogs, Kait Nicole, KayCee Stroh, Kyler and Mad, Living Rosa and Steps to Wander.

How Shopkick Works

Shoppers redeem kicks, Shopkick’s rewards currency, for free premium gifts and gift cards at the stores they love. Daily and weekly shopping trips turn into treats at Target, TJ Maxx, Walmart, Sephora and many others. At every step throughout the shopping experience consumers are rewarded with kicks; from viewing in-app content and list building while planning at home, to scanning items while in the aisle and making purchases in the store.

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](#).

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