

May 10, 2017

## Make Your Mom's Heart Float This Mother's Day with Groupon: Throw a New Orleans Parade in Her Honor for \$50,000

*Includes travel to the Big Easy and everything you need for the festivities*

CHICAGO--(BUSINESS WIRE)-- While Americans are [planning to spend](#) a record \$23.6 billion on Mother's Day gifts this year, many people are still struggling to come up with the perfect way to express just how much they love Mom. To help with last-minute inspiration, Groupon is giving you the opportunity (<http://gr.pn/MomParade>) to throw Mom a legitimate New Orleans street parade in her honor for \$50,000. The [Mom Parade](#)--a Groupon exclusive--includes an all-expenses paid trip for four to New Orleans and everything you could possibly need to throw an amazing procession for Mom, including a brass band, horse-drawn carriage, city parade permits, police escorts and more.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170510006086/en/>



"Parades have historically been reserved to celebrate heroes, leaders and winners. At Groupon, we can't think of a better example of all three than Mom. Specifically, your mom," said Johnny Cadillac, head of Mother's Day gifting, Groupon. "Our research shows that what Moms want most is to spend time with their kids, feel pampered and a giant, gaudy street parade in New Orleans."

The [Mom Parade](#) runs down Royal Street -- from St. Ann Street to Canal Street -- and includes the following:

- | Parade permits and police escorts
- | Brass band and horse-drawn carriage for the parade
- | Signs with your mother's face on them to pass out to onlookers
- | First-class airfare to New Orleans and black-car airport transfer service for four

For Mother's Day, Groupon is giving you the opportunity (<http://gr.pn/MomParade>) to throw Mom a legitimate New Orleans street parade in her honor for \$50,000. (Photo: Business Wire)

- | Two-night stay for four with two standard deluxe rooms at a four-star French Quarter hotel
- | Pre-parade lunch for four
- | After-parade spa visit for four
- | Per diem for meals and transportation
- | See the fine print for full details

For those that don't have \$50,000 to spend on this year's holiday, Groupon offers a number of meaningful Mother's Day experiences and gifts that fit any budget, including luxurious [massage](#) and [spa packages](#), amazing [restaurant offers](#), [new ways](#) to explore her city and neighborhood and top national brands such as [1-800-Flowers](#), [FTD](#), [ProFlowers](#), [Shari's Berries](#), [Fruit Bouquets](#) and [JCPenney Portraits](#).

To view the complete < 3 Mom with Groupon Mother's Day Gift Shop, please visit the Mother's Day Gifts icon in the Groupon mobile app or <http://gr.pn/mothersdaygiftshop>.

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## **About Groupon**

Groupon (NASDAQ: GRPN) is building the daily habit in local commerce, offering a vast mobile and online marketplace where people discover and save on amazing things to do, see, eat and buy. By enabling real-time commerce across local businesses, travel destinations, consumer products and live events, shoppers can find the best a city has to offer.

Groupon is redefining how small businesses attract and retain customers by providing them with customizable and scalable marketing tools and services to profitably grow their businesses.

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