



Groupon campaign in Chicago

April 2022



For those unfamiliar with World Animal Protection... welcome!

- ❖ We used to be known as WSPA (World Society for the Protection of Animals) until 2014
- ❖ We've been active since 1950
- ❖ Our work focuses on animals in farming and in the wild





Our mission is to move the world to protect animals.



Our vision is a world where animals live free from cruelty and suffering.

Our offices



The team



Nicole Barrantes
Wildlife Campaign Manager



Liz Cabrera Holtz
Wildlife Campaign Manager

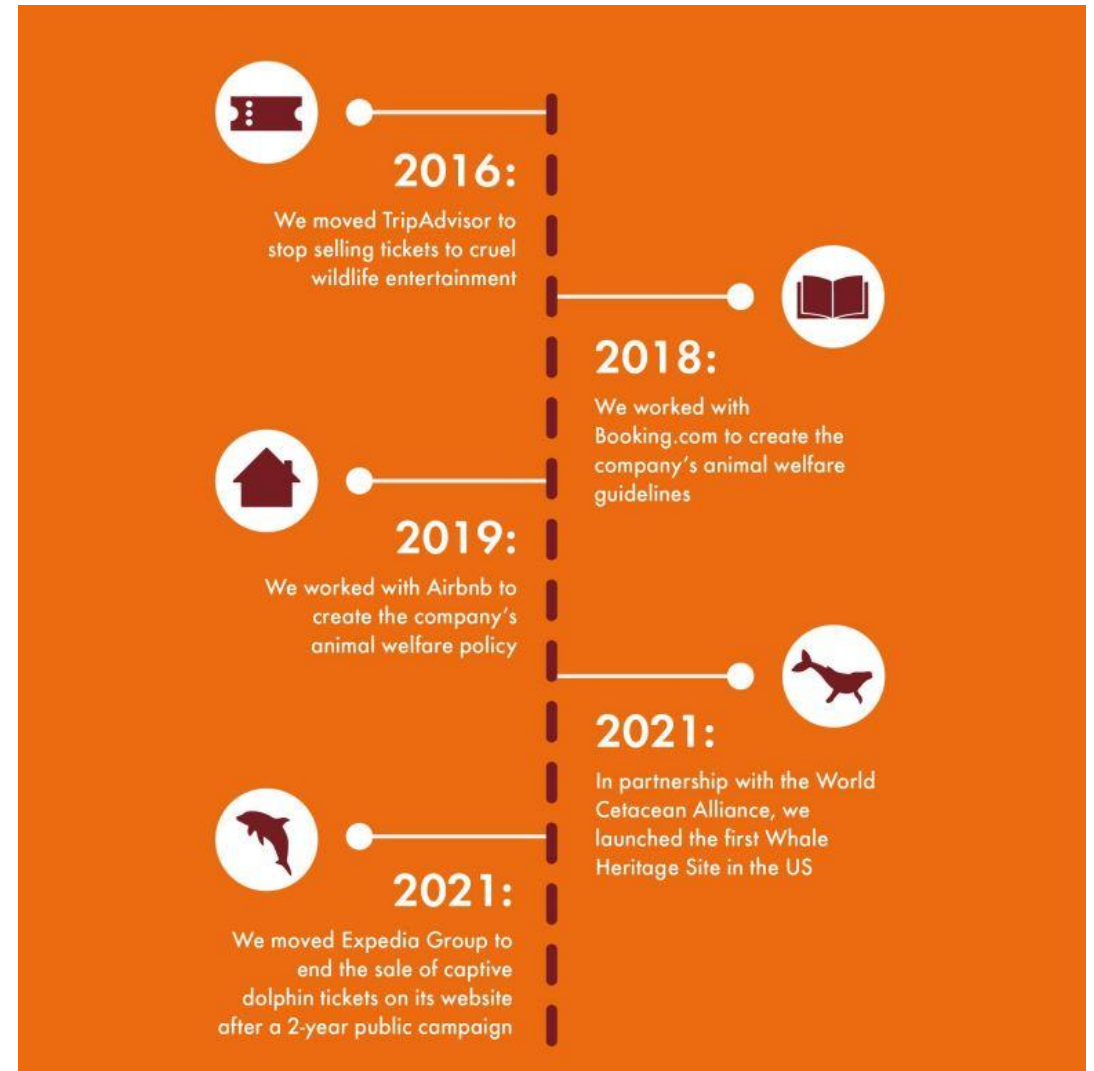


McKenzie Mak
Campaigns Assistant



Wildlife. Not Entertainers

- Dedicated to ending the cruel wildlife entertainment industry through public education, corporate engagement, and the development of responsible alternatives



Groupon campaign

GROUPON[®]



As one of the largest travel companies, Groupon sells deals to venues that exploit wild animals for entertainment and profit

Groupon sells deals to roadside zoos, petting zoos, marine amusement parks, many which sell cruel interactions with wild animals.

Based in Chicago

Examples of venues

GROUPON[®]



Suncoast Primate Sanctuary 4.5 ★★★★★ 5,187 Ratings

4600 U.S. 19 Alt, Palm Harbor

Admission for Two Adults and One or Two Children at Suncoast Primate Sanctuary (Up to 52% Off)



Admission for Two Adults (Ages 11+) and One Child (Age 3-10)

~~\$40~~ **\$25 \$20** 50% Off

Extra \$5 off, today only

5,000+ bought

Admission for Two Adults (Ages 11+) and Two Children (Ages 3-10)

~~\$50~~ **\$30 \$24** 52% Off

Extra \$6 off, today only

1,000+ bought

🕒 Sale ends in: 04:58:25

🔥 This item is selling fast, so act now!

[Buy Now](#)

[Add to Cart](#)

SeaQuest Interactive Aquarium and Petting Zoo - Trumbull 4.4 ★★★★★ 2,200 Ratings

5065 Main Street Suite 1106, Trumbull - 50.4 mi

Up to 25% Off on Aquarium Visit at Seaquest Aquarium Trumbull Ct



Private Sleep with the Sharks Overnight Party for up to 25

~~\$1,299.99~~ **\$1,040** 19% Off

Snorkel with Stingrays Encounter for One

~~\$49.99~~ **\$37** 25% Off

70+ bought

24% Off Unique Fishy Kisses Experience

~~\$49.99~~ **\$15** 24% Off

🔒 Sign in to get extra savings [>](#)

👁 Over 150 views today, so act now!

[Buy Now](#)

Dolphin Discovery - Mexico & Caribbean 4.6 ★★★★★ 1,012 Ratings

Dolphin Encounter, Swim Adventure, or Royal Swim at Dolphin Discovery (Up to 57% Off). 11 Locations Available.



~~\$109~~ **\$59** From \$47.20 56% Off

Extra \$11.80 off, today only

5,000+ bought

Select Experience ⌵

Select Number of Guests ⌵

Select Location ⌵

🕒 Sale ends in: 06:00:13

👁 Over 500 views today, so act now!

[Buy Now](#)

[Add to Cart](#)

Our ask

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We are urging Groupon to prohibit running deals to venues that offer interactions with wild animals and/or captive wild animal performances.

We're also asking the company to adopt an animal welfare policy that protects wild animals and doesn't exploit them

How You Can Help



Social media volunteers



••• Twitter

- On the first Thursday of every month from 3-4pm ET, we're running a Tweetstorm on Twitter to amplify pressure on Groupon
 - **Facebook & Instagram**
 - Similar to the above, we'll be coordinating days to post mass comments on Groupon's Facebook and Instagram
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Chicago volunteers

- **Sign up for future demonstrations**
- **Help us recruit college students for the campaign**
- **Share with us your campaign ideas and connections!**
 - If you know someone that works at Groupon
 - If you know someone that works in tech in Chicago
 - If you know any Chicago-related events where WAP can table and spread the word

Share our campaign with friends and family (toolkit to be sent next week)

Thank you!
Any questions?

