



12+ Partners with Groupon Grassroots for College Access Initiative

Mentoring Minds for College to provide one-on-one mentorships to students from underserved neighborhoods

PHILADELPHIA, PA – 12+ and Groupon Grassroots (<http://grassroots.groupon.com>), the philanthropic arm of Groupon, announce the launch of a local campaign to raise money to provide one-on-one college mentorships to students at Kensington Culinary Arts High School, located in North Philadelphia.

The Mentoring Minds for College campaign will be available on the Philadelphia Groupon Grassroots page beginning on Monday, May 21 and running through Sunday, May 27. Utilizing Groupon Grassroots' collective action model, Groupon subscribers can pledge support for the Mentoring Minds for College initiative in increments of \$10, with each \$140 providing one-on-one mentorships to four students from low-income families for an entire school year.

75% of public high school students in the Philadelphia School District come from low-income families and are often the first in their family to pursue higher education. As a result, these students are in need of additional academic, social, and financial support to obtain a college degree. One-on-one mentors will help fill that need by building positive, supportive relationships and individualized college counseling for an entire school year. Money raised from this campaign will be utilized to train mentors, conduct background checks, provide transportation, fund mentor-mentee events, and supply college-access materials.

"We are excited to employ the collective action model of Groupon Grassroots to raise support for college access and readiness in Philadelphia. By providing students from low-income families college-focused individualized mentorships, Philadelphians can join our efforts to close the college gap in this city," said Raymond John, Co-founder and Academic Director of 12+. "We look forward to creating new awareness for 12+ as one of the local organizations in Philadelphia to be featured on Groupon Grassroots."

100% of the Groupon Grassroots campaign proceeds will be used to provide computers for students to utilize during the school year. Each additional \$35 raised will provide a school year of college-mentoring services for another high school student.

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About 12+

12+ is a 501(c)(3) non-profit dedicated to empowering students in underserved communities to achieve college access and completion. By partnering with high schools to build college access and career centers and offering comprehensive, wrap-around support for their students, 12+ seeks to foster a college-going culture and help students achieve academic, social, and professional success through 12th grade and beyond.

About Groupon Grassroots

Groupon Grassroots, launched in July 2010 in Chicago, features local campaigns in more than 65 markets nationwide, enabling Groupon followers to do good, have fun, and make a real impact in their communities. Groupon Grassroots uses collective action to gather support for worthwhile causes and produce tangible results for local organizations. To learn more about Groupon Grassroots and how to become a featured organization, visit <http://grassroots.groupon.com>. To subscribe to Groupon, visit <http://www.groupon.com>.

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