

TripAdvisor Media Center

## **Photo: It's Voting Season at TripAdvisor: Tell Us How To Give Away \$1 Million 'More than Footprints' Campaign Lets Travelers Leave a Lasting Impression on the World via Democratic Philanthropy**

PRNewswire  
NEWTON, Mass.

TripAdvisor(R) ([www.tripadvisor.com](http://www.tripadvisor.com)), the world's largest travel community, today launched the "More than Footprints" philanthropic initiative, in which TripAdvisor will donate \$1 million to five travel-related nonprofits. With nearly 20 million reviews and opinions from real travelers, TripAdvisor believes in the power of the collective voice. Accordingly, TripAdvisor will divide the \$1 million between the nonprofits democratically, through online voting. Voting is open at [www.tripadvisor.com/Causes](http://www.tripadvisor.com/Causes) through November 9, 2008.

To view the Multimedia News Release, go to:<http://www.prnewswire.com/mnr/tripadvisor/34952/>

(Photo: <http://www.newscom.com/cgi-bin/prnh/20080916/NYTU071> )

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080902/TRIPADVISORLOGO> )

This "democratic philanthropy" not only fits the TripAdvisor ethos, it also empowers people to have a direct impact on corporate giving at a time when the economic downturn might make individual donations difficult. By simply voting online in the "More than Footprints" initiative, people can leave a lasting impression on the world.

We're all aware of the popular travel mantra, "Take only pictures, leave only footprints." TripAdvisor believes people can leave more than footprints behind when traveling - by making a difference in the places they visit.

The five travel-related nonprofits TripAdvisor selected to participate in the "More than Footprints" initiative are:

- Conservation International - Eco-tourism
- Doctors Without Borders/Medecins Sans Frontieres (MSF) - Emergency relief
- National Geographic Society - Exploring and sustaining authentic places
- The Nature Conservancy - Environmental protection
- Save the Children - Aiding children around the world

Voting takes place at [www.tripadvisor.com/Causes](http://www.tripadvisor.com/Causes). After voting ends, each nonprofit will get a portion of the \$1 million donation, based on the percentage of total votes it receives. Although each person may vote only once, they can build extra support for the cause they choose by referring friends to cast their own votes. Each participating nonprofit is guaranteed to receive at least \$50,000 from TripAdvisor. Results will be announced on November 12.

"We're a community of travelers around the world, and we wanted to do something that could really make a positive difference in people's lives," said Steve Kaufer, founder and CEO, TripAdvisor. "It's also an election year, so voting is on everyone's mind. We know that people want their voices to be heard, and we hope they'll raise those voices collectively to help us support nonprofits addressing global problems."

About TripAdvisor Media Network

TripAdvisor(R) Media Network, operated by TripAdvisor, LLC, attracts more than 32 million monthly visitors\* across 12 popular travel brands, TripAdvisor(R), [www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruisecritic.com](http://www.cruisecritic.com), [www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.independenttraveler.com](http://www.independenttraveler.com), [www.onetime.com](http://www.onetime.com), [www.seatguru.com](http://www.seatguru.com), [www.smartertravel.com](http://www.smartertravel.com), [www.travel-library.com](http://www.travel-library.com), [www.travelpod.com](http://www.travelpod.com) and [www.virtualtourist.com](http://www.virtualtourist.com). TripAdvisor-branded sites make up the largest travel community in the world, with more than 25 million monthly visitors\*, six million registered members and 15 million reviews and opinions. Featuring real advice from real travelers, TripAdvisor-branded sites cover 300,000+ hotels and attractions and operate in the U.S. (<http://www.tripadvisor.com/>), the U.K. (<http://www.tripadvisor.co.uk/>), Ireland (<http://www.tripadvisor.ie/>), France (<http://www.tripadvisor.fr/>), Germany (<http://www.tripadvisor.de/>), Italy (<http://www.tripadvisor.it/>), Spain

(<http://www.tripadvisor.es/>) and India (<http://www.tripadvisor.in/>). TripAdvisor(R) Media Network provides travel suppliers with graphical advertising opportunities and a cost-per-click marketing platform. Collectively, the sites comprising the TripAdvisor Media Network have won hundreds of awards and accolades from press and industry worldwide. TripAdvisor and the sites comprising the TripAdvisor Media Network are operating companies of Expedia, Inc. .

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\* Source: comScore Media Metrix, July 2008

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