

## Tripadvisor Foundation Pledges \$200K in Matching Funds to Support Small Businesses Severely Impacted by COVID-19 Tripadvisor Foundation named Gold Corporate Sponsor of Superfly's philanthropic musical experience on June 20, benefiting Accion Opportunity Fund's Small Business Live Restart Grant Fund

**NEEDHAM, Mass., June 18, 2020** – [Tripadvisor®](#), the world's largest travel platform, today revealed further details on the Tripadvisor Foundation's initial commitment of \$1 million to organizations supporting the most vulnerable people and communities around the world in response to the COVID-19 crisis. To date, more than \$800,000 USD has been granted to a variety of organizations supporting underserved populations impacted by the pandemic.

The balance of the Tripadvisor Foundation's initial \$1 million USD COVID-19 recovery financial commitment will be dedicated to a partnership with [Small Business Live](#). Created by Superfly to support the future of the millions of small businesses at risk of closure due to the pandemic, Small Business Live is a globally syndicated philanthropic musical experience.

The Foundation will match donations (up to \$200,000 USD) to [Accion Opportunity Fund's](#) Small Business Live Restart Grant Fund at <https://www.pledgeling.com/taf-smallbiz>. The fund will provide \$5,000 grants to the most at-risk small businesses, particularly those run by entrepreneurs of color and women.

This Saturday, June 20 from 4-10pm EDT, chart-topping artists, such as Ms. Lauryn Hill, 2 Chainz, Nathaniel Rateliff, T-Pain and others, will deliver unforgettable performances and share stories of the businesses they love from unique locations, here: <https://www.pledgeling.com/taf-smallbiz>. All proceeds will provide grant assistance for at-risk businesses, and performances will also be available on most major social media platforms, and can be streamed at <http://smallbiz.live>. #smallbizlive #supportsmallbiz.

"What we've seen through this pandemic is that small businesses are hurting, and minority-owned businesses - including those owned by people of color, women and immigrants - are even more disproportionately impacted. I'm proud that the Tripadvisor Foundation, as a part of our ongoing work to support organizations dedicated to racial equality within the Black community, has donated grants to support these businesses in need, including those within the tourism and hospitality industry who will benefit from this fund," said Steve Kaufer, CEO and co-founder, Tripadvisor Inc.

"Entrepreneurs of color are denied credit more often and charged higher rates for money they borrow to fund their businesses. We need to accelerate support to underserved businesses in order to reach our full potential," said Luz Urrutia, CEO of Accion Opportunity Fund. "We have to decide what we want our Main Streets to look like when this is over, and we must act decisively to keep small businesses alive and ready to rebuild. This is a fun way to do something really important. Everyone's support will make a huge difference to small business owners, their families and employees who have been devastated by this pandemic, the recession, and centuries of racism, xenophobia, and oppression."

### The Tripadvisor Foundation

Earlier this year, it was [announced](#) that \$150,000 of the Tripadvisor Foundation COVID-19 Recovery response had been pledged to support impacted front line restaurant workers through a match-for-action campaign with donations going to [World Central Kitchen](#) (WCK) and the [Restaurant Workers' Community Foundation](#) (RWCF). A second [announcement](#) confirmed support for a range of global and local organizations supporting impacted communities where the COVID-19 crisis has affected the welfare and health of many vulnerable people around the world, such as International Rescue Committee (IRC), Mercy Corps, United Way's 211 helpline and others.

Additionally, the Tripadvisor Foundation has donated an additional 50,000 Euros to World Central Kitchen's Spain operations.

The Tripadvisor Foundation is the corporate philanthropic arm of Tripadvisor and works to address some of the most pressing humanitarian challenges facing global communities. Since 2010, the Foundation has donated more than \$35 million to nonprofit organizations that strengthen human lives and that are supported by Tripadvisor employees around the world.

### About Tripadvisor

Tripadvisor, the world's largest travel platform\*, helps 463 million travelers each month\*\* make every trip their best trip. Travelers across the globe use the Tripadvisor site and app to browse more than 860 million reviews and opinions of 8.7 million accommodations, restaurants, experiences, airlines and cruises. Whether planning or on a trip, travelers turn to Tripadvisor to compare low prices on hotels, flights and cruises, book popular tours and attractions, as well as reserve tables at great restaurants. Tripadvisor, the ultimate travel companion, is available in 49 markets and 28 languages.

The subsidiaries and affiliates of Tripadvisor, Inc. (NASDAQ:TRIP) own and operate a portfolio of websites and businesses, including the following travel media brands:

[www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bokun.io](http://www.bokun.io), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruise critic.com](http://www.cruise critic.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.thefork.com](http://www.thefork.com) (including [www.bookatable.co.uk](http://www.bookatable.co.uk)), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.housetrip.com](http://www.housetrip.com), [www.jetsetter.com](http://www.jetsetter.com), [www.niumba.com](http://www.niumba.com), [www.onetime.com](http://www.onetime.com), [www.oys.com](http://www.oys.com)

\* Source: Jumpshot for Tripadvisor Sites, worldwide, November 2019

\*\* Source: Tripadvisor internal log files, average monthly unique visitors, Q3 2019

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Source: Tripadvisor

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