October 14, 2015

GoPro Launches 'GoPro Awards' to Empower Consumers and Aggregate the World's Most Engaging User Generated Content

GoPro customers can earn monetary rewards for pursuing and documenting their passions and contributing their content to be featured on the GoPro Channel and more

SAN MATEO, Calif., Oct. 14, 2015 /PRNewswire/ -- GoPro, Inc. (NASDAQ:GPRO), enabler of some of today's most engaging content, today launched GoPro Awards, an ongoing program that rewards the GoPro community for sharing their best GoPro photos, raw video clips and video edits with GoPro for inclusion in GoPro Channel programming, licensing and more. GoPro Awards will grant up to $5 million annually to creators of content that emotionally engages, amazes, or excites — from extreme to mainstream moments, professional to consumer. GoPro excitedly encourages all GoPro customers, be they enthusiasts or production professionals, to participate by pursuing their interests, capturing their experiences with a GoPro and submitting their most compelling moments to gopro.com/awards.

To learn more about GoPro Awards, check out the program's launch video: https://www.youtube.com/watch?v=chJ0HFpQ0A4&feature=youtu.be

How GoPro Awards Works

1. **Capture**: Your interests. Your passions. Your life…with a GoPro
2. **Submit**: Your most interesting photos and videos to gopro.com/awards
3. **Receive:** Global exposure and ongoing awards. GoPro Awards will be given for memorable photos ($500), raw video clips ($1000), and video edits ($5000) in a variety of genres.

"GoPro enables a global movement of self-expression that's resulting in some of the most compelling user-generated content ever created. The positive impact on our brand and business has been immeasurable. Now we're excited to start rewarding our customers for their content contributions with GoPro Awards," said Nicholas Woodman, GoPro's founder and CEO.

GoPro Awards will also feature content challenges to inspire participants to produce entertaining content in a variety of genres including:

- Action
- Adventure
- Animals
- Family
- Motorsports
- Music
- Sports
- Science + How-To
- Travel

"Our customers are some of the most creative people on the planet. A key component of our programming strategy is user generated content," continued Woodman. "GoPro Awards creates exciting opportunities for our customers. Whether it's helping them monetize their content in the form of financial rewards, helping to license their content to other businesses, or helping them get more exposure through our global social and media distribution channels, we're dedicated to sharing with our community. We believe this program enables our customers to further pursue their passions."

For GoPro Awards terms and conditions visit: gopro.com/awards/terms
For GoPro Awards FAQ, visit: gopro.com/awards/faq

For more information on GoPro and its HERO line of cameras and accessories, visit GoPro.com.

About GoPro, Inc. (NASDAQ:GPRO) GoPro, Inc. is transforming the way people capture and share their lives. What began as

an idea to help athletes self-document themselves engaged in their sport has become a widely adopted solution for people to capture their pursuit of their interests, whatever they may be. From extreme to mainstream, professional to consumer, GoPro enables the world to capture and share its passion. And in return, the world has helped GoPro become one of the most exciting and aspirational companies of our time.

For more information, visit www.gopro.com or connect with GoPro on YouTube, Twitter, Facebook, Pinterest, Instagram, or LinkedIn.

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Video - https://www.youtube.com/watch?v=chJ0HFpQ0A4&feature=youtu.be

To view the original version on PR Newswire, visit:http://www.prnewswire.com/news-releases/gopro-launches-gopro-awards-to-empower-consumers-and-aggregate-the-worlds-most-engaging-user-generated-content-300159347.html

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