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GoPro for a Cause Launched to Drive Engagement with Social Causes

GoPro to provide nonprofit organizations with equipment, production support and financial assistance to drive engagement with compelling content.

SAN MATEO, Calif., Sept. 22, 2015 /PRNewswire/ -- [GoPro, Inc.](#), (NASDAQ: GPRO), enabler of some of today's most immersive and engaging content, is proud to announce [GoPro for a Cause](#), a corporate social responsibility platform to drive awareness of social causes that align with the GoPro brand. GoPro will dedicate financing, equipment and production expertise to targeted nonprofit groups.



"From the beginning we've had a vision to scale GoPro as a platform to inspire. Our goal with *GoPro for a Cause* is to help social causes inspire a global audience with their stories," says Nick Woodman, Founder and CEO of GoPro. "The world has given so much to GoPro and we're excited to give back."

Initially, *GoPro for a Cause* will target up to 10 organizations to help tell their story. The Company will provide nonprofits with the support they need to create a short GoPro video that captures the essence of their cause and compels people to take action. The engaging content will be posted on GoPro's social channels as well as a dedicated [GoPro for a Cause website](#), where the Company will match viewer donations to each cause, up to a specified amount.

The *GoPro for a Cause* program embodies a philosophy of social responsibility that Woodman has been passionate about since before the inception of GoPro. It highlights many of the values that are embedded in the fabric of GoPro's corporate culture, and seeks to leverage GoPro as a platform for doing good in the world.

The Company is highlighting three organizations with the launch of the *GoPro for a Cause* platform. The organizations are [St. Jude Children's Research Hospital](#), [Mauli Ola](#) and [Bicycles Against Poverty](#).

For more about *GoPro for a Cause*, including introductions to the highlighted causes and information about how to become a featured cause, visit <https://gopro.com/news/announcing-gopro-for-a-cause>.

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 themselves engaged in 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 turn, 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](#) or [LinkedIn](#).

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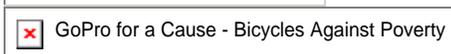
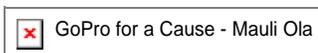


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