



For Immediate Release

“ONE TREE FOR NEW YORK” - HOMELESS NEW YORKERS BENEFIT FROM INNOVATIVE AUGMENTED REALITY EXPERIENCE AT ROCKEFELLER PLAZA

*New York Ad agency Mojo Supermarket and Snap Inc. partner with
The Bowery Mission to raise money for New Yorkers experiencing
homelessness this holiday season*

NEW YORK, NY, Dec. 05, 2018 -- Mojo Supermarket, an advertising agency based in New York, partnered with Snapchat and The Bowery Mission to turn the Rockefeller Center Christmas Tree into a real-time digital fundraiser.

The “One Tree for New York” campaign aims to draw visitors to the Rockefeller Center Christmas Tree and encourages them to donate to New York’s homeless and hungry.

Using a first-of-its-kind augmented reality experience, visitors to the tree can use Snapchat to place digital monetary ‘gifts’ under the tree for \$1, \$3, or \$5.

“We’re New Yorkers, and we take care of our own. By pairing emerging technologies with big ideas, we can do just that,” explained Mo Said, Creative Director, Mojo Supermarket. *“When we brought the idea to our friends at Snap and The Bowery Mission, they were instantly on board. It shows you how much love New Yorkers have for their city and its people.”*

When looking at the Rockefeller Tree through the Snapchat app, users will be able to select the “One Tree For New York” Lens to see various donations (gifts) digitally falling in front of the tree. They can then click to donate and add a gift under the tree themselves. Those who donate can unlock an exclusive Snapchat Filter to share with friends. Other users who see this Filter can swipe up to enter the experience and then donate themselves, even if they’re not present at the tree. Anyone can leave a gift under the tree by also visiting onetreefornewyork.com.

“As a leader in the AR space, we’re thrilled to partner with Mojo Supermarket and The Bowery Mission to marry the playful power of augmented reality and the community spirit of charity,” said Kaitlin McGirl, Snap’s East Coast Creative Strategy Lead. *“This is the first time Snap’s augmented reality platform has been used for a charitable cause like this, and we’re excited to use technology for social good.”*

All donations will go directly to The Bowery Mission, an organization that served New Yorkers experiencing homelessness, hunger and poverty since the 1870s. The experience will be available through January 7th, when the tree comes down for the season.

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“The holidays are often a challenging time for those experiencing hunger and homelessness. They often feel isolated and alone. The One Tree for New York campaign is a wonderful way for New Yorkers to help their homeless and hungry neighbors and remind them that they are not forgotten. And while many may not have a tree to call their own, this year the Rockefeller Center Christmas Tree belongs to all New Yorkers,” said David P. Jones, President & CEO of The Bowery Mission.

About Mojo Supermarket:

Mojo Supermarket is a full-service creative agency based in New York. The agency aims to create campaigns that ‘cause a scene’ and grab headlines for their clients. The agency was founded in 2018, by Creative Director, Mo Said, who most recently handled the Google and Sprint accounts at Droga5.

About Snap Inc:

Snap Inc. is a camera company. We believe that reinventing the camera represents our greatest opportunity to improve the way people live and communicate. We contribute to human progress by empowering people to express themselves, live in the moment, learn about the world, and have fun together.

About The Bowery Mission:

The Bowery Mission has served homeless and hungry New Yorkers since the 1870s. Each year, The Bowery Mission provides more than 653,500 hot meals, 167,300 nights of shelter, 46,400 articles of clothing, 13,300 showers and 1,300 onsite medical, dental and optometry exams. Each meal and every service is an invitation to residential and community programs that help clients make progress. Each year, the Mission serves 350 adults in its residential recovery programs and 800 more at the Community Hope Resource Center. To empower children to thrive and succeed, The Bowery Mission also offers year-round opportunities for enrichment through City Camp, culminating in summer camp for 900 children in the Poconos Region of Pennsylvania.

In order to more effectively combat the epidemic of homelessness in the New York metro area, New York City Rescue Mission and Goodwill Rescue Mission have joined forces with The Bowery Mission. Together, as one organization, we are offering new hope for a sustainable solution by sharing resources, collaboratively fundraising, and providing an enhanced continuum of care to men, women and children. As a result, we are saying "yes" to more people, more often, with better services. www.bowery.org

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