



GoBank Teams Up with Austin Pets Alive!, PetRelocation.com and BarkBox to Bring #PuppyHour to SXSW

February 20, 2014

GoBank invites South by Southwest Interactive attendees to escape their hectic schedules and enjoy some puppy playtime.

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PASADENA, Calif. & AUSTIN, Texas--(BUSINESS WIRE)--Feb. 20, 2014-- In celebration of the South by Southwest (SXSW) Festival next month, Green Dot Corporation's [GoBank](#) (NYSE:GDOT) is partnering with Austin-based non-profit shelter and adoption service, Austin Pets Alive!; PetRelocation.com, an international door-to-door pet transportation service; and BarkBox, the monthly subscription box for dogs to host an innovative #PuppyHour event March 8-9 (Saturday and Sunday during the Interactive portion of the SXSW festival). The big bonus: all dogs at the event will be available for adoption.

"As innovators in the banking industry we know two things to be true: the future of banking is all about mobile, and puppies are *super cute*," said Sharon Pope, Head of Marketing at Green Dot Corporation (GoBank's parent company). "As our official GoBank mascot is an adorable schnauzer named Professor Dog, we clearly have a special place in our hearts for the canine community. Partnering on this event gives us the chance to highlight the great work that Austin's local resources have created for animals in need of adoption, as well as echo the innovative spirit that makes the South by Southwest Festival so special."

Throughout the weekend, #PuppyHour attendees will have the opportunity to pal around with pups, enjoy light refreshments and share the adorable event with friends back at home with the Twitter-enabled photo booth. To align with GoBank's unique "Pay What You Want" membership fee, the event comes full circle, as attendees will have the option to donate between \$0 and \$9 to support the adoption mission of Austin Pets Alive!.

"We are thrilled to be partnering with GoBank on such a fun and worthwhile event," said Veronica Mabry from Austin Pets Alive!. "As the largest no-kill shelter in the country, we are dedicated to finding the best homes for every single puppy we house and are so grateful that GoBank will be helping us generate awareness in a unique and interactive way."

Every #PuppyHour dog that gets adopted will receive three months of BarkBox. Additionally, PetRelocation.com and their partner PetMate will be providing free-consultations for those who adopt puppies, as well as a limited amount of crates and puppy starter kits.

#PUPPYHOUR EVENT DETAILS

WHEN: 9 am-5 pm CT Open House - both Saturday, March 8 & Sunday, March 9.

WHERE:

A short, 9-minute walk from the Austin Convention Center!

PetRelocation.com Headquarters, 612 Brazos St, Austin, TX 78701

WHO: Hosts include GoBank, PetRelocation.com, Austin Pets Alive! and BarkBox. Company representatives will be available on site for demos, interviews, etc.

RSVP: On [Eventbrite](#) to make sure you don't miss this event. (Event link: <http://www.eventbrite.com/e/gobank-puppyhour-at-sxsw-interactive-tickets-10611552439?aff=estw>)

For more information about GoBank and to follow the #PuppyHour fun, head over to www.facebook.com/gobankus, www.twitter.com/gobank or www.instagram.com/gobankofficial.

About GoBank

GoBank is the award-winning new bank account made to be used on your mobile phone, with no overdraft or penalty fees ever. With GoBank, members have full access and control of their money from their iPhone, iPod Touch or Android device, and can withdraw cash from more than 42,000 fee-free ATMs in the U.S. People can sign up for a GoBank account at [GoBank.com](#) and via app from the [Apple App Store](#) and [Google Play](#). In March, GoBank was named a Gold Winner for 2013 PYMNTS [Innovator Awards](#). For more information about GoBank, visit <http://GoBank.com>. You can also visit <http://facebook.com/GoBankUS> or <http://twitter.com/GoBank>.

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About Green Dot Corporation

Green Dot Corporation is a technology-centric, pro-consumer Bank Holding Company with a mission to reinvent personal banking for the masses. The company is the largest provider of prepaid debit card products and prepaid card reloading services in the United States, as well as a leader in mobile banking with its GoBank mobile bank account offering. Green Dot Corporation products are available to consumers at more than 90,000 retailers nationwide, online and via the leading app stores. The company is headquartered in Pasadena, California with its bank subsidiary, Green Dot Bank, located in Provo, Utah.

About Austin Pets Alive!

Austin Pets Alive! is a 501(c) 3 (nonprofit) organization. Austin Pets Alive! is focused on helping the healthy and treatable pets at risk of euthanasia at city shelters. Our mission is to promote and provide the resources, education and programs needed to eliminate the killing of companion animals.

About PetRelocation.com

PetRelocation arranges full-service door-to-door pet moves worldwide, handling pick-up, delivery, export documentation, flight booking, customs clearance and more for busy pet owners who are relocating for work, retirement or other new adventures. Based in Austin, TX and founded by husband and wife Kevin and Angie O'Brien in 2004, PetRelocation has arranged thousands of safe pet moves and has been named one of the Inc. 5000 "Fastest-Growing Private Companies in America" for the last five years in a row.

About BarkBox

At BarkBox we give dog parents a way to spoil their dog every month. Our monthly box is carefully curated to only include homemade, all-natural treats and high-quality, unique toys. All our treats are made in the USA or Canada and for the most part these are things you can't find at the typical big-box pet store. BarkBox costs as little as \$19 per month and shipping is free.

Source: Green Dot Corporation

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