



## Millions of MapMyFitness Users Can Turn Workouts Into Funds Raised for Charity With Everydayhero's #iworkoutbeCAUSE Challenge

June 15, 2015

CHARLESTON, S.C., June 15, 2015 (GLOBE NEWSWIRE) -- Everydayhero™, a Blackbaud, Inc. (Nasdaq:BLKB) company and innovative online giving platform, will empower MapMyFitness users to make their workouts count for the charities or causes closest to their hearts by participating in the #iworkoutbeCAUSE 30-Day Charity Challenge beginning June 16.

Building on MapMyFitness and everydayhero's existing integration, the #iworkoutbeCAUSE Charity Challenge will allow more than 22 million U.S. MapMyFitness users to make all of their sweat, calories and time spent exercising count by simultaneously raising funds for more than 1.2 million different charities.

Major prizes will benefit both the winning participants and the causes they support with a first prize offering of a \$2,000 charity donation and \$500 Under Armour Gift Card. To be eligible to win, participants need to sign in to MapMyFitness, join the challenge, raise at least \$150 for their charity through their everydayhero fundraising page, and log 12 workouts of 20 minutes or more.

The #iworkoutbeCAUSE Charity Challenge will combine workouts and fundraising to empower runners, riders, swimmers and anyone else doing an activity on MapMyFitness to give their perspiration some purpose and dedicate their effort to the charity they care about.

"It's a really exciting first step toward bringing wellness and giving closer together," says Simon Lockyer, everydayhero's Global Marketing Director. "Everydayhero's vision has always been to make giving to charity easier, more enjoyable and a part of people's everyday lives. Our integration with MapMyFitness in 2014 helped us start to make that a reality, and now our #iworkoutbeCAUSE challenge is truly empowering people all over the country to give back while simply doing something they already love doing – working out."

The everydayhero #iworkoutbeCAUSE 30-Day Charity Challenge begins June 16 and is open to anyone over 18 years of age residing in the U.S. with a MapMyFitness account. To join the challenge visit, [www.mapmyfitness.com/challenges/iworkoutbecause](http://www.mapmyfitness.com/challenges/iworkoutbecause).

### About Blackbaud

Serving the nonprofit, charitable giving and education communities for more than 30 years, Blackbaud (Nasdaq:BLKB) combines technology solutions and expertise to help organizations achieve their missions. Blackbaud works in over 60 countries to support more than 30,000 customers, including nonprofits, K12 private and higher education institutions, healthcare organizations, foundations and other charitable giving entities, and corporations. The company offers a full spectrum of cloud and on-premise solutions, and related services for organizations of all sizes, including nonprofit [fundraising and relationship management](#), [eMarketing](#), [advocacy](#), [accounting](#), [payment](#) and [analytics](#), as well as [grant management](#), [corporate social responsibility](#), [education](#) and other solutions. Using Blackbaud technology, these organizations raise, invest, manage and award more than \$100 billion each year. [Recognized as a top company](#), Blackbaud is headquartered in Charleston, South Carolina and has operations in the United States, Australia, Canada, Ireland and the United Kingdom. For more information, visit [www.blackbaud.com](http://www.blackbaud.com).

### About MapMyFitness

As a product of the Under Armour Connected Fitness Business Unit, the MapMyFitness suite of mobile apps and websites continues to build the world's largest digital fitness community by providing interactive tools to make fitness social, simple and rewarding. The flagship consumer brands – MapMyRun, MapMyRide, and MapMyWalk – are among the most popular apps on iOS and Android and the cloud-based platform has been supporting millions of users since it launched in 2007. MapMyFitness is an open platform, seamlessly integrating with more than 400 fitness tracking devices, sensors and wearables. Headquartered in Austin, Texas, MapMyFitness has over 100 employees and offers integrated marketing and advertising solutions, premium consumer subscription products, and a SaaS platform that helps partners of any size tap into advanced fitness tracking technology, workout database, nutritional data, calorie calculators, and 160+ million of the best running, cycling and walking routes around the world. For more information visit [www.mapmyfitness.com](http://www.mapmyfitness.com). MapMyFitness is an Under Armour company.

### Forward-looking Statements

Except for historical information, all of the statements, expectations, and assumptions contained in this news release are forward-looking statements that involve a number of risks and uncertainties. Although Blackbaud attempts to be accurate in making these forward-looking statements, it is possible that future circumstances might differ from the assumptions on which such statements are based. In addition, other important factors that could cause results to differ materially include the following: general economic risks; uncertainty regarding increased business and renewals from existing customers; continued success in sales growth; management of integration of acquired companies and other risks associated with acquisitions; risks associated with successful implementation of multiple integrated software products; the ability to attract and retain key personnel; risks related to our dividend policy and share repurchase program, including potential limitations on our ability to grow and the possibility that we might discontinue payment of dividends; risks relating to restrictions imposed by the credit facility; risks associated with management of growth; lengthy sales and implementation cycles, particularly in larger organization; technological changes that make our products and services less competitive; and the other risk factors set forth from time to time in the SEC filings for Blackbaud, copies of which are available free of charge at the SEC's website at [www.sec.gov](http://www.sec.gov) or upon request from Blackbaud's investor relations department. All Blackbaud product names appearing herein are trademarks or registered trademarks of Blackbaud, Inc.

CONTACT: Media Contact

Nicole McGougan

Public Relations

843-654-3307

[nicole.mcgougan@blackbaud.com](mailto:nicole.mcgougan@blackbaud.com)

[Blackbaud logo](#)

Blackbaud