Purse.io 1% Initiative SAVE ON AMAZON AND DONATE TO CHARITY

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Purse, in partnership with the BitGive Foundation and Chain, this week launches its new platform of integration with Amazon Smile and the 1% Initiative. Customers can now get discounts on everything on Amazon while also generating donations to charity.

Purse developed a marketplace for users to meet and exchange Amazon items and bitcoin. Now with the new Amazon Smile integration, when Purse spenders enable the feature, Amazon will donate 0.5% of the total order price to a nonprofit, and Chain.com will match the donation to BitGive (US orders only).

Andrew Lee, Purse Co-Founder and CEO, shares "This new partnership is an exciting way to increase our offerings to customers and help change the world one purchase at a time." Not only can users get discounts on Amazon, now they can also donate 1% to charity.

Chain has pledged to match donations on the platform for an entire 3 months! Adam Ludwin, CEO at Chain, adds "We are very pleased to have this opportunity to support an innovative bitcoin platform that gives back and to support the BitGive Foundation." Chain builds developer tools that Purse uses to enable users to transact bitcoin. There are also opportunities for additional matching pledges for future partners.

In addition to the obvious benefits to Bitcoin customers and charitable organizations, this partnership offers new incentives to build on Bitcoin adoption. By using Purse's Amazon Smile platform, customers receive significant discounts on products and double the charity contributions. Using regular fiat currency, those discounts are lost, and contributions to charity are halved.

Founder and Executive Director of the BitGive Foundation, Connie Gallippi, is pleased to see this come to fruition, sharing "This new partnership is an innovative and exemplary advancement that will propel the social impact of the Bitcoin community forward. We are very excited to have a way for customers to give back to charity through this new platform."

Try out this new feature and see for yourself - the benefits are amazing! See Purse's blog for details - https://purse.io/blog

Purse is a marketplace that connects users across the globe through decentralized commerce. The company builds apps on top of the blockchain that make it worth people's time to use bitcoin over every other payment option.

BitGive Foundation is a nonprofit 501(c)(3) charitable foundation working to demonstrate the social value of Bitcoin. We are leveraging the power of the Bitcoin community to improve public health and the environment worldwide.

Chain is the leading bitcoin API for developers. Chain's platform helps companies large and small build everything from remittance services to in-game currencies, from tipping apps on Reddit to mobile wallets in Africa.

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