

FOR IMMEDIATE RELEASE

Canadian public engagement platform Carrot Rewards announces one trillion steps tracked by its nearly one million users

TORONTO, ONTARIO, August 21, 2018 - [Carrot Rewards](#) — the world’s first public engagement platform that rewards users for making healthier lifestyle choices — is thrilled to announce that its almost one million registered app users across Ontario, British Columbia and Newfoundland have tracked a combined one trillion steps on the Carrot Rewards platform since its launch in June 2016. That’s equivalent to 18,000 walking trips around the earth!

In turn, Carrot Rewards’ fiercely loyal and highly engaged users have earned 1.5 billion free rewards points from their favourite loyalty programs including Aeroplan® Miles, SCENE® Points, Petro-Points, More Rewards® Points, Drop points and RBC Rewards points — perks that are equivalent to 600,000 free movie tickets and much more.

“We are thrilled to see the impact that Carrot is having in the lives of Canadians. Half of our users engage with us every single day to learn more about improving their health and wellness, and our users walk 20% more within their first six months on Carrot,” said Andreas Souvaliotis, Founder and CEO of Carrot Rewards.

This announcement comes as Carrot Rewards prepares to make the free platform available across the rest of Canada on November 1, 2018. Currently the popular app has 12% penetration in downtown Toronto, 10% penetration in Newfoundland and Labrador and 8% penetration in Vancouver. The company also recently launched several new app features, completed a landmark campaign with Health Canada in light of heat warnings in British Columbia, and sent six lucky Carrot Rewards users on trips across Canada as part of its Step into Summer contest.