

## RetailMeNot Announces "We Shop With Her," a program in support of International Women's Day

*The savings destination will encourage shoppers to make purchases with a purpose by offering exclusive deals in support of female-led and founded brands*

AUSTIN, Texas, March 5, 2020 /PRNewswire/ -- Today, **RetailMeNot** announces the launch of "We Shop With Her," an initiative to encourage shoppers to support female-led and founded brands in celebration of International Women's Day. The savings website, which also has a free app, will offer exclusive cash back offers for brands like Tory Burch, Glossier, Outdoor Voices, Kate Spade and Birchbox, to name a few.



RetailMeNot is rewarding shoppers and making it easier for them to support female-run businesses the entire weekend. From March 5 to March 8, shoppers can visit "**We Shop With Her**" page to find impressive savings opportunities in different categories like beauty, fashion, health and even home décor.

Additionally, RetailMeNot will be donating to the Women's Fund at the Austin Community Foundation and the Ann Richards School for Young Women Leaders to help advance the success of women in their future endeavors.

"As a woman in a leadership role at a technology company, it's inspiring to see more and more females dominating top positions in the space. I believe it is important to offer our support and encouragement to those who have paved and continue to pave the road for future generations," says Marissa Tarleton, Chief Executive Officer at RetailMeNot. "RetailMeNot is all about helping shoppers save money every day at their favorite retailers, restaurants, and even pharmacies, and if we can offer a convenient way for people to shop, save and support women on International Women's Day, we will!"

A few of the "We Shop With Her" retailers include:

- **Athleta**
- **Baggu**
- **Birchbox**
- **Fabletics**
- **Glossier**
- **Houzz**
- **Kate Spade**
- **Lily Pulitzer**
- **Loeffler Randall**
- **Nasty Gal**
- **Outdoor Voices**
- **Rent the Runway**
- **Spanx**
- **Tarte Cosmetics**
- **The Body Shop**
- **The Honest Company**
- **Third Love**
- **Tory Burch**
- **Wildfang**

For more information and to shop the page, please visit <https://www.retailmenot.com/holidays/womens-day>.

**About RetailMeNot, Inc.**

RetailMeNot, Inc. is a leading savings destination bringing people and the things they love together through savings with retailers, brands, restaurants and pharmacies. RetailMeNot makes everyday life more affordable through online and in-store coupon codes, cash back offers, and the RetailMeNot Genie browser extension. Savings are also provided in consumers' mailboxes through the RetailMeNot Everyday™ direct mail package, and at the pharmacy with RxSaver by RetailMeNot.

RetailMeNot is a **Vericast** business. To learn more, visit <http://www.retailmenot.com/corp> or follow @RetailMeNot on social media.

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The logo for RetailMeNot, featuring the brand name in a stylized, purple, cursive script font.

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<https://retailmenot.mediaroom.com/2020-03-05-RetailMeNot-Announces-We-Shop-With-Her-a-program-in-support-of-International-Womens-Day>