



# PRESS RELEASE

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## Visa helps TiPJAR Expand Cashless Tipping in California by Offering First 1500 New Accounts the Ability to Earn a Free \$50 Tip

- TiPJAR is a cashless tipping solution that enables app-free peer-to-peer tipping via Apple Pay, Google Pay and all major credit / debit cards
- First 1,500 new accounts collecting in California are able to earn a free \$50 tip if they sign up via the promotional landing page and complete the unlock requirements
- Find out more info at [wearetipjar.com/visa-promo](https://wearetipjar.com/visa-promo)

*SAN DIEGO, CA:* TiPJAR, an award-winning start-up on a mission to help tipped workers earn more, is launching a campaign with Visa today that allows the first 1500 new accounts collecting in California a 3-month premium trial and the ability to earn a free \$50 tip.

With fewer people carrying cash than ever, TiPJAR makes it simple for individuals and teams to receive, pool and split cashless tips directly from customers. Users collect with a unique QR code, URL or Tap to Tip device, which directs customers to their TiPJAR account page, where they can tip in as little as 4.2 seconds using any major credit/debit card, Apple or Google Pay. Teams are able to pool and split tips, exactly the same as you would with cash.

**Sydney Paulsen, CEO of TiPJAR USA said** “Visa is one of the most well-known and leading-edge payment brands in the world and we are thrilled about the opportunity to collaborate with them to bring cashless tipping to California. With fewer people carrying cash and more companies looking towards cashless solutions, we’re eager to help these hard-hit industries safely earn more. We hope this is the first of many campaigns with Visa to not only support California, but help tipped workers across the entire US.”

To participate in the campaign and earn a free \$50 tip, account holders must be one of the first 1500 individuals or businesses collecting in California to sign up and complete the unlock requirements. The unlock requirements must be completed within two months of opening an account and include; receiving \$50 in tips from four unique tippers, successfully complete a Know Your Customer check, and maintaining an active account for at least a month. Within 30 days of completing the unlock requirements users will receive an email with information on how to redeem their free tip, a \$50 Visa e-gift card. Terms and conditions apply. Full terms can be found at [wearetipjar.com/visa-promo](https://wearetipjar.com/visa-promo).

ENDS

**For more information, please contact:**

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**ABOUT TiPJAR** TiPJAR was founded out of London, UK in 2019 and is now the UK’s #1 tipping solution, live across 1,250 hospitality venues. The company launched in the US mid-2020 and is based out of San Diego, California. It is completely transparent and allows individuals and teams to have complete control over the money they have been given in tips.

The ground-breaking start-up is on a global mission to help tipped workers in the emerging cashless society and to help businesses reward and motivate their staff, as well as help customers say thank you for great service.

The TiPJAR team includes founder, James Brown, MD of BrewDog Bars, Co-Founder Paul Stancer, Alex Moore, Founder of Rosa’s Thai Café and owner of the Ceviche group, and Sydney Paulsen, former Head of Marketing at BrewDog and CEO of TiPJAR USA.

For more information you can visit the website: [wearetipjar.com/us](https://wearetipjar.com/us)