Affirm fulfills Pent Up Wanderlust by awarding $5,000 prizes to put towards a vacation every week in June

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Henry Golding, Nina Dobrev and Ashley Graham join Affirm to provide travelers with vacation inspiration



SAN FRANCISCO – June 1, 2021 – Affirm, the payment network that empowers consumers and helps merchants drive growth, today unveiled a new campaign to help make post-pandemic travel accessible and affordable. Throughout the month of June consumers can submit an original photo of one of their favorite travel memories and be entered to win $5,000 toward their next vacation. Each week of the campaign will have a theme, inspired by the travels of:

- Film star and travel enthusiast Henry Golding, who loves outdoor adventures
- Actress Nina Dobrev, who has an affinity for the beach and sea
- Supermodel and entrepreneur Ashley Graham, who enjoys any trip that lets her disconnect, relax and spend time in nature

“My experiences traveling around the world have had a huge impact in shaping my perspective, and I believe these experiences are more important than ever. To that end, I’m partnering with Affirm as we both value inspiring travel. Affirm is committed to presenting possibilities for everyone to travel post-pandemic, and I’m excited to align with Affirm on this initiative!” said Henry Golding.

Every submission also doubles as an entry for the grand prize of $15,000 that will be awarded to one randomly selected winner at the end of the month. Additionally, consumers who use Affirm to book travel at the featured merchant of the week will get a $30 cash reward deposited into an Affirm Savings account.

For travelers who want to book airfare, hotel, homestays and experiences, Affirm lets approved consumers split the total cost of their trip into biweekly or monthly payment options that can range from six weeks to three to 48 months with an APR as low as 0%. For example, a $500 purchase might cost $84 a month over six months at 0% APR. Unlike credit cards and other pay over time options, Affirm never charges late or hidden fees – the total cost is agreed to upfront and that amount never changes.

“After a year at home, we are seeing the desire to travel come back with a vengeance,” said Max Levchin, founder and CEO of Affirm. “But with that demand comes increased prices for airfare and accommodations, causing many to either hold off on a much needed vacation or overextend themselves financially to make it happen. By booking through a merchant within Affirm’s extensive travel network, consumers don’t have to choose – they can select flexible payment terms that work best for them.”

To book travel with Affirm, approved consumers can select Affirm at checkout with popular merchants such as Expedia, Vrbo, Priceline, CheapOAir and IKON Pass, or use the Affirm app to shop almost anywhere.

For more information, to enter the giveaway and to view the official rules, please visit affirm.com/shopping/travel.

About Affirm

Affirm’s mission is to deliver honest financial products that improve lives. By building a new kind of payment network — one based on trust, transparency and putting people first — we empower millions of consumers to spend and save responsibly, and give thousands of businesses the tools to fuel growth. Unlike credit cards and other pay-over-time options, we show consumers exactly what they will pay up front, never increase that amount, and never charge any late or hidden fees. Follow Affirm on social media: LinkedIn | Instagram | Facebook | Twitter.

Payment options through Affirm are subject to an eligibility check, may not be available in all states, and are provided by these lending partners: affirm.com/lenders. CA residents: Loans by Affirm Loan Services, LLC are made or arranged pursuant to a California Finance Lender license.

About the Giveaway

NO PURCHASE, OBLIGATION OR PAYMENT NECESSARY. A purchase or payment, or utilizing any Affirm services or products, will not increase your chances of winning. Open to legal residents of the 50 U.S. & D.C. who are at least 18 years of age or older or the age of majority in their state of residence at time of entry. One (1) Grand Prize: $15,000 awarded in the form of an e-check to winner, which may be used by winner towards travel. ARV of Grand Prize: $15,000. Twenty-Eight (28) Weekly Prizes: $5,000 awarded in the form of an e-check to winner, which may be used by winner towards travel. Total ARV of all Weekly Prizes is $140,000. Total ARV of All Prizes is $155,000. Each prize winner will be solely responsible for any and all federal, state and local taxes on prize. Limit one (1) entry per person, per weekly entry period, for a total of up to four (4) entries into the Grand Prize drawing per person during the entire Sweepstakes Period. Sweepstakes ends 11:59:59 PM PT on 6/28/21. Void where prohibited. Subject to complete Official Rules.

About the $30 Cash Reward Program

To earn a reward you must make an eligible purchase in the applicable time period and subject to the terms and requirements disclosed in each merchant promotion. To claim the reward you must have an Affirm Savings account, which is held with Cross River Bank, Member FDIC, and limited to six ACH withdrawals per month. See affirm.com/savings for more information.

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