

Squarespace and Academy Award®-winning Actor Jeff Bridges Team Up for Super Bowl XLIX

For more information: www.squarespace.com

NEW YORK, NY – January 28, 2015 – Squarespace, the leading all-in-one website publishing platform, today announced they have partnered with Academy Award® winner, musician and philanthropist Jeff Bridges, on a new project launching during Super Bowl XLIX.

“We’re thrilled to get the opportunity to work with such an incredible personality on our latest campaign, which extends far beyond the Super Bowl spot,” said Anthony Casalena, Squarespace Founder and CEO. “We wanted to create a campaign to illustrate that any idea, no matter how wild or weird, can be presented beautifully and meaningfully through Squarespace. Instead of being built around an ad, our campaign is built around a real project on our platform.”

The collaboration, “Jeff Bridges Sleeping Tapes”, brought to life on DreamingWithJeff.com, features a unique album of relaxing sounds, guided meditations, and stories designed to lull you to sleep. Created and recorded by Jeff Bridges, the sleeping tracks are free to stream online as a ‘pay what you like’ release on Jeff’s Squarespace site (DreamingWithJeff.com).

Limited-run cassette tapes and vinyls will be available for sale on the website following the ad’s debut, and 5 special limited-edition vinyls will be auctioned off separately. 100% of the retail price (excluding shipping and service fees) from each album sold goes directly to Share Our Strength’s No Kid Hungry® campaign, which is dedicated to ensuring kids have access to the healthy food they need, every day.

Squarespace will debut its second-ever Super Bowl creative during NBC’s broadcast on Sunday, February 1. The 30-second spot, directed by Tim Godsall, will feature Bridges and highlight his Sleeping Tapes project. The never-before-seen ad will be released in the first half of the game. A 30-second teaser, released today, will air in the days leading up to the game and then during the pregame.

“Making DreamingWithJeff.com has been a great experience. I got the chance to work with friends old and new to make something pretty special,” said Jeff Bridges. “I was able to take the seed of an idea, make it my own, and then see it come to life in such a beautiful way. That’s what Squarespace does. I love the work we’ve done, and I’m proud that it will benefit the No Kid Hungry campaign, a cause I believe in so deeply.”

A longtime anti-hunger advocate, Mr. Bridges has been national spokesperson for the No Kid Hungry campaign since 2010.

The campaign was created and produced by global advertising agency Wieden+Kennedy New York.

“At its core, the campaign is a product demonstration. We used Squarespace’s beautiful design and e-commerce capabilities to take an idea that seemed a bit odd, and turn it into something real and meaningful,” remarked David Kolbusz, Executive Creative Director at Wieden+Kennedy New York. “The album is a legitimate Jeff Bridges project, sold on a Squarespace site, with profits going to No Kid Hungry. And best of all, it works. His voice is like oak and leather and cigar smoke and the wilderness. I personally have fallen asleep to the recording on more than one occasion. Hopefully the project will show people that Squarespace can help make anything they dream up become more amazing.”

After the Super Bowl, the campaign will be expanded nationwide to include TV, digital, and social components. The teaser and commercial will be available on DreamingWithJeff.com and www.squarespace.com. Follow the hashtag #sleepingtapes to learn more about the Squarespace’s collaboration with Jeff Bridges.

ABOUT SQUARESPACE

Squarespace’s mission is to provide creative tools that power the future of the web. From designers creating the next generation of web and mobile experiences, to anyone managing their own online presence for the first time, Squarespace provides elegant solutions that set new standards for online publishing. By focusing our efforts on the fusion of design and engineering, we strive to create long-lasting products that delight and surprise our customers. Squarespace’s team of more than 400 is headquartered in downtown New York City with offices in Dublin and Portland. For more information, visit <http://www.squarespace.com/about/>

ABOUT WIEDEN+KENNEDY

Wieden+Kennedy, founded in Portland, Oregon, in 1982, is an independent, privately held international advertising agency with offices in Amsterdam, Delhi, London, New York City, Portland, São Paulo, Shanghai and Tokyo. A full-service, creatively led communications company, Wieden+Kennedy has helped build some of the strongest global brands, including Brown-Forman, Coca-Cola, Chrysler, Delta Air Lines, ESPN, Facebook, Gap, Heineken, Honda, Nike and Procter & Gamble. www.wk.com

ABOUT NO KID HUNGRY

No child should grow up hungry in America, but one in five children struggles with hunger. Share Our Strength’s No Kid Hungry® campaign is ending childhood hunger in America by



connecting kids in need with nutritious food and teaching families how to cook healthy, affordable meals. You can help surround kids with healthy food where they live, learn and play. Pledge to make No Kid Hungry a reality at NoKidHungry.org.

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Please visit www.squarespace.com/press for more information.