



PRESS RELEASE

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MEMBERPRESS BLACK FRIDAY DISCOUNT IS BIGGEST OF ALL TIME

The discount subtracts up to 65% off the plugin's regular price for new customers, and reduces subscription upgrades for existing customers by up to the same amount.

CEDAR CITY, UTAH, Nov. 21 — WordPress membership plugin MemberPress today announced the launch of its annual [MemberPress Black Friday promotion](#). The sale, which offers a discount of up to **65%** to new customers, **begins today and ends on Nov. 25 at 11:59 p.m. EST**. The **coupon code BF2022** unlocks the discount.

Additional promotion details include:

- **Existing Basic and Pro subscribers** are eligible for **65% off plugin upgrades**. MemberPress Growth Manager **Curt Noble** said, "If a Basic or Plus customer upgrades to Plus or Pro, they'll pay less for the higher-level plan than for their existing lower-level plan if they wait to renew. It's a smoking deal."
- MemberPress is donating a percentage of the proceeds from all holiday sales to [Action Against Hunger](#), a global humanitarian organization fighting the causes and effects of hunger worldwide.
- As part of the campaign, site visitors can enter to win a **MacBook Pro M2**, for which no purchase is required.
- A separate [WordPress Black Friday deal roundup](#) list is available on the site through Dec. 5.

MemberPress creator and CEO **Blair Williams** said, "Black Friday's coming at just the right time for so many people. With all the tech layoffs going on, all kinds of talented people are looking for viable ways to get reestablished. It's encouraging to know we've got an ideal solution for them that's also affordable."

About Caseproof: Developer Blair Williams formed Caseproof LLC in 2004 as a Utah Limited Liability company. Since that time, the company has built numerous software products for clients and the public. The company's flagship product, MemberPress, is the world's most widely used WordPress monetization and membership plugin. Other Caseproof products include Pretty Links, EasyAffiliate, and ThirstyAffiliates. Learn more about MemberPress [here](#).

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