



NerdWallet Is Giving Away \$2.5 Million This December

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The Debt Free December sweepstakes aims to help Americans tackle financial stress during the holidays and beyond

SAN FRANCISCO--(BUSINESS WIRE)--Nov. 25, 2025-- What would you do if you won \$100,000? This holiday season [NerdWallet Inc.](#) (NASDAQ: NRDS), is giving away a total of \$2.5 million to 25 people through its first-ever [Debt Free December sweepstakes](#) to help Americans ease the financial burden during the holidays and support their journey to financial stability.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20251125000599/en/>



NerdWallet's Debt Free December Sweepstakes.

year. NerdWallet will give away \$100,000 to one lucky winner every day from December 1 through 25 to help ease holiday expenses and pay down debt. This campaign seeks to empower Americans to build financial confidence at the turn of the new year.

NerdWallet's mission is to provide trustworthy financial guidance to consumers and small-mid sized businesses, and this holiday season the company is stepping up to provide both immediate relief and long-term financial guidance to consumers across the country. NerdWallet helps consumers make informed financial decisions at every stage of life, from choosing the right credit card to buying a home or planning for the future. Through its trusted guidance, NerdWallet makes it a no-brainer to shop for financial products with them.

"We know people are feeling the strain from the rising cost-of-living and increased uncertainty this year, and we want to offer more than just short-term relief," said Tim Chen, Co-Founder and Chief Executive Officer of NerdWallet. "With Debt Free December, we're not only giving people a financial boost for the season but also inviting them to discover how NerdWallet can support them at every step of their financial journey."

Ready to make your winnings go further? The Nerds have general financial guidance.

- **Tackle high interest rate debt first.** "If you have multiple debts, prioritize paying off credit card debt entirely first. Credit cards charge much higher interest rates, which can get expensive, especially if you continue to use the card while in debt," advises Sara Rathner, Credit Cards Expert for NerdWallet.
- **Build an emergency fund.** "Building emergency savings is the number one priority when it comes to financial stability. Aim to have cash that can cover unexpected expenses or even temporary lost income to help you get through a difficult period without turning to high-interest debt," guides Kimberly Palmer, Personal Finance Expert for NerdWallet.
- **Invest for the long-term.** "With \$100,000 at your disposal, you can afford to max out both a 401(k) and an IRA if you're eligible – setting you on your way to investing as much as possible for your future," encourages Sam Taube, Lead Investing Writer for NerdWallet.
- **Keep your business liquid.** "Set aside funds to maintain liquidity when revenue dips or unexpected expenses come up. This will give you breathing room to navigate slow periods without making rushed decisions," offers Kate Ashford, Small Business Finance Expert for NerdWallet.

See How NerdWallet Is Bringing Debt Free December to Life

Throughout Debt Free December, NerdWallet will take a fresh approach reaching consumers, appearing on national media and in a segment airing tonight, November 25 on *Jimmy Kimmel Live!* (be sure to tune in weeknights at 11:35|10:35c on ABC). NerdWallet will also light up the Nasdaq Tower in New York City today to celebrate the campaign launch. Consumers are encouraged to keep up with the sweepstakes by following NerdWallet on social media.

Your Ticket to Debt Free December: How to Enter

- Visit [NerdWallet](#) to enter your information for a chance to win.
- A winner will be randomly selected every day from December 1 - 25, 2025.

- If you have been selected, NerdWallet will contact you at the phone number or email you share.

ABOUT NERDWALLET

NerdWallet (Nasdaq: NRDS) is on a mission to provide clarity for all of life's financial decisions. As a personal finance website and app, NerdWallet provides consumers with trustworthy and knowledgeable financial information so they can make smart money moves. From finding the best credit card to buying a house, NerdWallet is there to help consumers make financial decisions with confidence. Consumers have free access to our expert content and comparison shopping marketplaces, plus a data-driven app, which helps them stay on top of their finances and save time and money, giving them the freedom to do more. NerdWallet is available for consumers in the U.S., UK and Canada.

Disclaimer

NO PURCHASE NECESSARY. Open to legal residents of the 50 U.S. states and D.C., age 18 or older who are registered NerdWallet users, have opened a NerdWallet account before entry, or who enter via the alternate method of entry. Void where prohibited. Sweepstakes entry begins at 12:00 a.m. PT on November 14, 2025, and ends at 11:59 p.m. PT on December 24, 2025. Winners selected daily, December 1–December 25, 2025. Subject to official rules, including registration and bonding requirements in New York and Florida. For complete details, [see the Official Rules](#) or write to NerdWallet, Inc., 4150 N. Drinkwater Blvd., Suite 200, Scottsdale, AZ 85251.

Survey Methodology

This survey was conducted online within the United States by The Harris Poll on behalf of NerdWallet from Oct. 7-9, 2025, among 2,084 U.S. adults ages 18 and older. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within +/- 2.5 percentage points using a 95% confidence level. This credible interval will be wider among subsets of the surveyed population of interest. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact press@nerdwallet.com.

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