



EveryLife and PublicSquare Partner to Support Families Affected by Flooding in Kentucky

WEST PALM BEACH, FL – EveryLife, America's fastest-growing diaper company and a wholly owned subsidiary of PublicSquare (NYSE: PSQH), is partnering with PublicSquare to provide immediate assistance to families affected by the catastrophic flooding in Kentucky and surrounding areas.

Starting February 18th, every "[Buy For a Cause](#)" bundle purchased will be allocated to families in urgent need due to the devastating flooding.

Each \$50 "Buy For a Cause" bundle includes a month's supply of premium diapers and wipes, ensuring that families facing displacement and hardship have access to essential baby care products.

EveryLife has partnered with CityServe and other local organizations to efficiently distribute donations to those most affected by this devastating natural disaster.

"We have seen the generosity and power of community, and we are humbled to once again provide an opportunity for our community to serve Americans facing an unimaginable crisis. As a mother, I can't imagine the pain of seeing my child in need and not having even a diaper to change them in such a difficult time. We're grateful to link arms with PublicSquare and CityServe in prayer and action for the families impacted."

— Sarah Gabel Seifert, Co-Founder and President, EveryLife

EveryLife is committed to helping families in need in the face of disaster. This initiative follows previous relief efforts where EveryLife donated over 600,000 diapers to victims of the California wildfires and more than 750,000 diapers to those impacted by Hurricane Helene. The company remains steadfast in its commitment to stepping up and providing a helping hand to families facing unforeseen crises.

About EveryLife

EveryLife is America's fastest-growing diaper brand. The pro-life, direct-to-consumer baby brand stands out in the diaper industry for its commitment to support pro-life organizations, including donating diapers and wipes to crisis pregnancy centers in urgent need. EveryLife launched in July 2023 and is delivering its high-performing diapers to doorsteps in all 50 states. For more information, visit [EveryLife.com](https://www.EveryLife.com).

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About PublicSquare

PublicSquare is a technology-enabled marketplace and payments ecosystem serving consumers and merchants who value life, family, and liberty. PublicSquare operates three divisions: Marketplace, Financial Technology, and Brands. The primary mission of the Marketplace is to help consumers "shop their values" and put purpose behind their purchases. PublicSquare leverages data and insights from the Marketplace to assess its customers' needs and provide wholly-owned quality financial products and brands. PublicSquare's Financial Technology division comprises Credova, a consumer finance company, and PSQ Payments, a "cancel-proof" payments company. PublicSquare's Brands division comprises EveryLife, a premium D2C life-affirming baby products company. Visit publicsquare.com to learn more.

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