

EveryLife Donates Over 600,000 Diapers to Families Affected by the Los Angeles Wildfires

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WEST PALM BEACH, Fla.--(BUSINESS WIRE)-- EveryLife, America's fastest-growing diaper company and a wholly owned subsidiary of PublicSquare (NYSE: PSQH), proudly announces that, through the generosity of its community and partners, including the Robertson Family of Duck Dynasty and Unashamed Podcast, PublicSquare, and LiveAction, they have provided more than 600,000 EveryLife diapers and 547,000 EveryLife wipes to families affected by the devastating Los Angeles wildfires.

EveryLife worked closely with LA Dream Center, City Serve, and Convoy of Hope to ensure these essential baby products reach families impacted by the wildfires. The effort was made possible via EveryLife's " **Buy For a Cause** " program, where every purchase provides a month's supply of diapers and wipes to donations for families in urgent need.

"Once again, we are overwhelmed by the incredible response to our relief efforts and the generosity of Americans across the country, as well as our amazing partners. At EveryLife, we strive to be a beacon of hope in times of crisis. We are grateful for the opportunity to support families impacted by the LA wildfires by providing diapers and wipes during these challenging times. We will continue praying for each and every person affected by this devastation and doing all that we can to make an impact," said Sarah Gabel Seifert, Co-Founder and President of EveryLife.

"Live Action is honored to partner with EveryLife to support families in need due to the recent California wildfires. Every baby is a precious gift, and in times of crisis, mothers and fathers deserve to know they are not alone. We stand with these families, ensuring they have the essentials to care for their little ones," added Live Action.

This latest relief effort follows EveryLife's recent campaign supporting Hurricane Helene victims, where the company distributed more than 1 million diapers to affected families. The company continues to demonstrate its commitment to supporting communities during times of crisis through these large-scale donation initiatives.

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**.

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 financing 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.

Investors Contact:

investment@publicsquare.com

Media Contact:

pr@everylife.com

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