

EveryLife Donates Over Half a Million Diapers During the First Quarter of 2024

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WEST PALM BEACH, Fla.--(BUSINESS WIRE)-- EveryLife, America's fastest-growing diaper company and a wholly owned subsidiary of PSQ Holdings, Inc. (NYSE: PSQH) ("PublicSquare") a leading marketplace of family-values-focused businesses and consumers, today announced that, through EveryLife's "Buy For A Cause" program, diaper drives, and the generosity of strategic partnerships, it has donated over 523,000 diapers and nearly 123,000 wipes in the first quarter of 2024.

EveryLife's "Buy For A Cause" program partners with pro-life organizations that support those who make the powerful decision to choose life. The program allows consumers to purchase and donate diaper and wipe bundles shipped directly to pregnancy resource centers facing the most urgent need as they aid families in crisis. In the first quarter of 2024, EveryLife launched its diaper drive initiative through its "Make More Babies" campaign, inviting non-profit organizations and churches to host diaper drives. Additionally, EveryLife partners with many values-aligned organizations to donate diapers and wipes to families in need.

Sarah Gabel Seifert, co-founder, and president of EveryLife, commented, "At EveryLife, we're driven by the belief that every child is a precious gift. The success of our 'Buy For A Cause' program and our diaper drives is a testament to our customers and the community surrounding them. Further through the generosity of our strategic partners, we can assist new families in their time of need. We are committed to continuing our donation program going forward and with over half a million diapers donated in the first quarter of 2024 we are just getting started."

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 an app and website that connects patriotic Americans to high-quality businesses that share their values, both online and in their local communities. The primary mission of the platform is to help consumers “shop their values” and put purpose behind their purchases. In just over one and a half years since its nationwide launch, PublicSquare has seen tremendous growth and proven to the nation that the parallel, “patriotic” economy can be a major force in commerce. The platform has over 75,000 businesses from a variety of different industries and over 1.6 million consumer members. Additionally, PublicSquare leverages data and insights from the platform to assess its members’ needs and provide wholly-owned quality financing products, such as Credova, D2C products, such as EveryLife diapers and wipes, and B2B products, such as PSQLink, to fill those needs. PublicSquare is free to join for both consumers and business owners alike, and to learn more, download the app on the App Store or Google Play, or visit **PublicSquare.com**.

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