



## Make your Meal Count on March 22

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Freshii expands its partnership with WE Charity to reach one-day donation goal of 250,000 meals TORONTO, March 19, 2018 (GLOBE NEWSWIRE) -- **Freshii Inc.** (TSX:FRIL), the fast-growing health and wellness brand is on a mission to make healthy food convenient and affordable for all. Often, the word “all” is perceived as those we see or read about in our own communities, cities, and countries. But when Freshii uses the word “all” in their mission, they consider more than just the guests that walk through their restaurant doors. Founder and CEO Matthew Corrin developed this mission knowing it had the power to create impact inside their restaurants, and far beyond. “Every single person deserves access to health and wellness, so they can live a more energized life.”

Freshii partnered with **WE Charity** in 2014 to help bring this globally-minded mission to life. To date, Freshii has donated over 1 million meals to WE Villages. They have also funded the development of a school kitchen and garden in Kenya, which helps to provide meals to community members in the surrounding area.

This year, Freshii is expanding the partnership. March 22 will mark the brand’s first-ever Communitii Day. On this day, Freshii will be donating \$1 to WE Charity for every entrée sold at every Freshii location around the world – in other words, 10 meals donated per entrée sold to youth in need of nourishment. Freshii’s goal on March 22 is to donate over 250,000 meals.

Until now, the most impactful initiative tied to the four year-long partnership has been Freshii’s WE Menu. On any given day, when a guest purchases any one of five entrées marked as part of the “WE Menu,” Freshii donates one meal to youth living in communities partnered with WE Villages. Communitii Day will elevate this initiative, reminding guests of the partnership and the impact they can have.

“I’m so honored to call WE our partner,” says Matthew Corrin. “We’re committed to the same goal. I was fortunate enough to spend time with WE in Kenya and saw first-hand how life-changing access to healthy food can be.”

Corrin is confident that the goal of 250,000 meals will be reached on March 22. “Communitii Day is a celebration of

this partnership and a way to deepen our impact. We're challenging our franchise partners to get involved, even awarding the top-selling store with a ME to WE trip to Kenya."

Janet Leshoi, a 13-year old student at Eor Ewuaso Primary School in Kenya, shares her gratitude for the impact the Freshii brand and guests have had to date. "When I am full I am able to concentrate on my studies and answer questions well when the teacher asks. I also have energy to play with my friends. [My dream is] to become a doctor," she tells the Freshii team.

"We are incredibly grateful that we have the opportunity to partner with Freshii to deliver food to those in need as one in nine people around the world continue to lack the necessary resources to lead healthy and active lives," said Marc Kielburger, co-founder of WE. "Guests around the world can treat themselves to a Freshii entrée and make a life-changing impact that will deliver a healthy meal to a young person in a WE Villages community."

Stop by your local Freshii on March 22, 2018, and energize with any entrée from the full menu, because one meal purchased by you = 10 meals donated to WE. Make your meal count.

Visit [freshii.com/communitiiday](https://freshii.com/communitiiday) for more information on Communitii Day and the partnership, plus count along with Freshii using their donation tracker. The brand is encouraging fans and followers to share their Communitii Day photos using the hashtag #makeyourmealcount.

## About Freshii

Eat. Energize. That's the Freshii mantra. Freshii is a health-casual restaurant brand that serves fresh food designed to energize people on the go. With a diverse and completely customizable menu of breakfast, soups, salads, wraps, bowls, burritos, frozen yogurt, juices and smoothies served in an eco-friendly environment, Freshii caters to every taste and dietary preference.

Since it was founded in 2005, Freshii has opened hundreds of restaurants in cities and countries around the world. Freshii can be found in all location types from cosmopolitan cities, college campuses, suburban neighborhoods and malls to fitness clubs, airports and small towns.

Inquire about how to join the Freshii family: <https://freshii.com/us/franchising>.

Learn more about investing in Freshii: <http://ir.freshii.com>.

Learn about the Freshii brand: <https://vimeo.com/195658178>.

Find your nearest Freshii: <http://www.freshii.com>.

Follow Freshii on Twitter and Instagram: @freshii

## About WE

WE is a family of organizations that makes doing good, doable. WE is made up of WE Charity, empowering domestic and international change, ME to WE, a social enterprise that creates socially conscious products and experiences to help support the charity, and WE Day, filling stadiums around the world with the greatest celebration of social good. WE enables youth and families to better the world – supporting 7,200+ local and global causes by volunteering millions of hours of service, shopping daily with an impact, and raising millions of dollars that directly benefit their local communities and the world. Globally, our teams in Asia, Africa, and Latin America have provided more than 1 million people with clean water, built 1,000 schools and schoolrooms overseas, and empowered more than 200,000 children with access to education. WE was founded more than 20 years ago by social entrepreneurs, brothers Craig and Marc Kielburger. Join the movement today at **WE.org**.

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